THE CANNING TRADE

The Journal of the Canning AND Allied Industries

ESTABLISHED 1878

1878—FOR 53 YEARS THE CANNED FOODS AUTHORITY—1931

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Above—A full page in January 9 Saturday Evening Post; February McCall's and Good Housekeeping.

Below—A full page in January 23 Saturday Evening Post; February Ladies' Home Journal and Woman's Home Companion.

QUALITY *must be sold* TWICE

CURRENT Association advertising is selling women on canned foods quality. These women will *stay* sold *only so long as the canned foods they get in the store live up to the promise of the advertising.*

Quality must be sold *twice.* First, the *idea* of quality must be sold to the consumer. Second, the wisdom of handling and pushing only quality merchandise must be sold to the trade.

You have canned foods to sell of the finest quality. You cannot afford to be influenced to sell or pack any other kind. Nor can the distributor afford to be interested only in price, and allow his label or his good name to be weakened by handling the kind of canned foods that will not repeat.

It is up to you to impress on your trade the wisdom of buying and selling quality. Women are expecting quality. Everyone, from canner to retailer, will profit if she gets it—lose if she is disappointed.

NATIONAL CANNERS ASSOCIATION, WASHINGTON, D. C.

FIT YOUR LABEL FOR ITS NEW JOB...

MODERN merchandising puts a big responsibility on your labels. They must *identify* your product distinctively; they must have *consumer appeal;* they must *advertise* for you, and build permanent good will; they must *speed production* by working properly in your labeling machines.

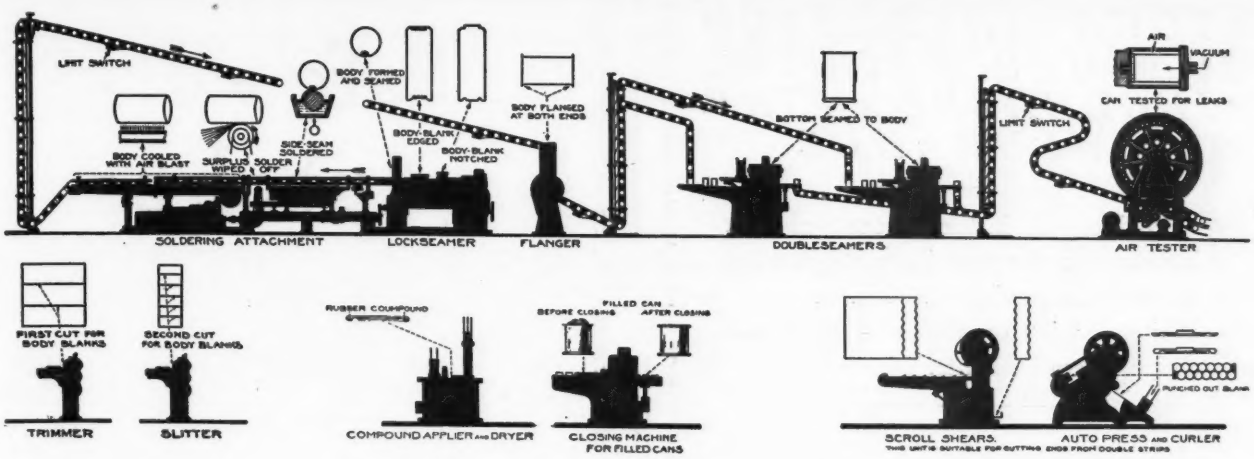
"U S" produces labels that meet ALL these requirements. "U S" is a nation-wide service, with sales offices in sixteen cities, and production plants convenient to you. It's good judgment to confer with "U S" on your label requiremeets.

Write "U S" Today.

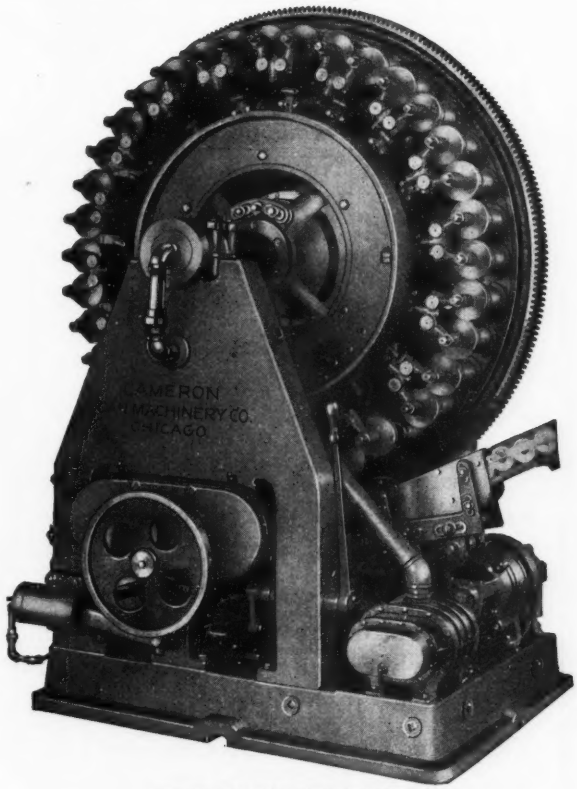
TRADE MARK SERVICE... Before adopting new brand names, make sure they are not already in use. Failure to do so may result in costly litigation. Get prompt information without charge about registered and unregistered brand names from the "U S" Trade Mark Bureau at Cincinnati.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

55 BEECH STREET, CINCINNATI, OHIO — 98 N. THIRD STREET, BROOKLYN, N. Y. — 439 CROSS STREET, BALTIMORE, MD.



Cameron Automatic Line-Producing 300 Sanitary Cans Per Minute



No. 307 AIR AND VACUUM TESTER.
IT TESTS AND EJECTS FAULTY CANS WITHOUT HELP OF AN OPERATOR. MADE FOR CANS OF ALL SIZES AND SHAPES.

WHY NOT MAKE YOUR OWN CANS?

With this line of machines, on a yearly production of twenty million plain sanitary cans, and tin plate at $4.50 per base box, the cost is $14.44 per thousand cans, freight on tin plate not included.

CONSIDER THIS LIST OF SUCCESSFUL PACKERS WHO MAKE THEIR TIN CONTAINERS.

Nestle's Milk Products, Inc.
H. J. Heinz Company.
Armour & Company.
General Foods Corporation.
Corn Products Refining Company.
Swift & Company.
Borden Company.
Broder Canning Co., Ltd.
Phillips Packing Company.

Cameron Can Machinery Company

240 North Ashland Avenue « « « » » » CHICAGO, U. S. A.

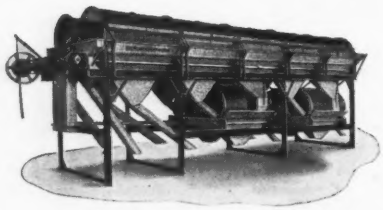
YOUR INCREASED VALUES REQUIRE INCREASED FIRE INSURANCE

Each increase in the amount of your insurance means an increase in your share of the saving . . . .
Write - wire or phone - your additional requirements.

LANSING B. WARNER, Incorporated
540 N. Michigan Ave.,
CHICAGO, ILL.
TELEPHONE: DELAWARE 9400

Canners Exchange Subscribers
at
Warner Inter-Insurance Bureau

PEA GRADER



SPLITS THE LOAD ▲ ▲
▲ ▲ THEN RE-GRADES

ACCURATELY regardless of size.
Completely illustrated in catalog No. 31
Write us today for your copy.
BERLIN CHAPMAN CO., BERLIN, WIS.

BERLIN CHAPMAN
CANNING MACHINERY
A Single Unit or A Complete Canning Plant

Safe - T - Clutches

Designed for Judge Syrupers. Proved so good, we sell them separately.

Mounted on a sleeve - you just slip them on shaft. Fasten with set screws or pin. No keys to cut. Great for replacement on "chewed up shafts".

Can be set to pull the load or slip if overloaded or machine jams.

Discs are shrouded - moisture don't affect them.

Take any diameter of pulley. Change quickly from one pulley to another.
Oil and grease chambers do away with loose pullies "Freezing"

No packing to wear or swell.
Stay in or out. No creeping. Start smoothly.

Save your machines, save trouble, save accidents and save cans.

Never - Miss TIMERS

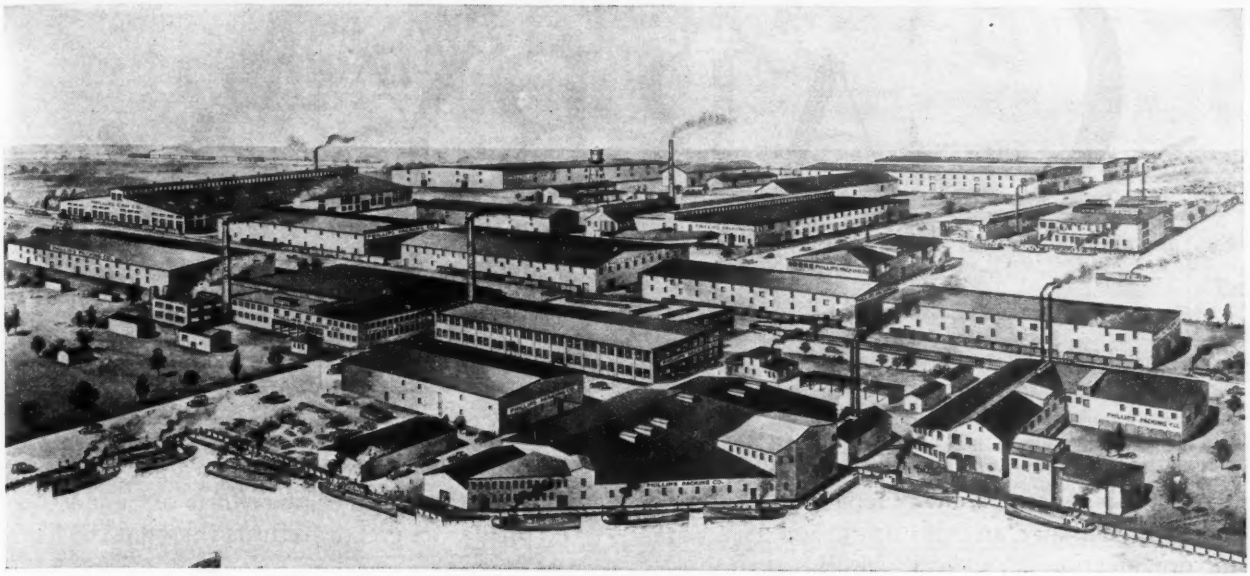
Made for Judge Syrupers and are positive at all speeds—high or low.

Time cans into any machine: fillers, double seamers, exhaust boxes, cookers, coolers, labellers, can making machinery or can runways.

Simple, out of the way and fool proof.
Tell us what you wish "to time" and we will "time" it.

They save their cost in cans and lost time, especially on High Speed lines.

E. J. JUDGE
Syrupers, Clutches, Timers.
P. O. Box 238 Alameda, Calif.



PHILLIPS CAN COMPANY

Manufacturers of Packers Sanitary Cans

Division of the

PHILLIPS PACKING COMPANY

Packers of HIGH CLASS FOOD PRODUCTS

CAMBRIDGE, MARYLAND, U. S. A.

PHILLIPS SALES CO. Inc.,

BROKERS and COMMISSION

Canned Foods and Canners' Supplies

Located in the heart of Maryland's great packing industry.
Brokers and representatives desired in all markets.
Packers' accounts solicited.

CAMBRIDGE, MD. U. S. A.

QUALITY SEED PEAS

Canners' Varieties Exclusively

Quality is to seeds what character is to an individual. Our seed peas possess the dependability that follows careful breeding.

GALLATIN VALLEY SEED COMPANY

BOZEMAN, MONTANA

CARRY ON!

CANNED Foods for Christmas went "Over the Top" because everybody took hold of the idea and we quickly had an enthusiastic and hard working organization . . . in which the majority of Canners—Brokers—Wholesalers and Retailers did their part of the job well.

We proved to ourselves what organized effort could do.

A good job has been done, but this is no time to settle back with satisfaction and believe the fine advertising that is appearing will carry on for us, without our co-operation.

It's up to every one of us to keep the splendid organization going at top speed . . . this is no time for laggards . . . each one must continue to do his part!

Retailers everywhere have watched the Christmas Campaign earn greater Canned Food profits for them. We must capitalize on our opportunity and increase our efforts to encourage them to build even greater sales of Canned Foods.

A sustained drive right now to get Retailers to devote more of their selling efforts to Canned Foods will yield even greater returns than did the Christmas idea.

It's time something was done to divert the selling attention of the Retailers from perishables, and direct it toward non-perishable Canned Foods.

Plan right now to have your men see every Retailer in your territory and sell them on the idea of dividing their attention between perishables and Canned Foods. Carry sets of the new newspaper matrices and see that every Retailer uses one or more in his newspaper advertising each week. We'll gladly furnish them absolutely free—all you can use to good advantage. The main thing is to be sure they are used.

Start the New Year off with a renewed determination to make the National Canned Foods Advertising Campaign earn greater dividends for you.

Carry on!

Order these Free Newspaper Matrices *NOW*

NATIONAL CANNERS' ASSOCIATION
1739 H Street, N. W., Washington, D. C.

Please send us_____ (Quantity) sets of the free newspaper matrices.

*Name*_____

*Address*_____

*City*_____

CANNED FOODS
Picked Fresh and Packed Fresh
CANNED FOODS
Are good to eat
CANNED FOODS
Picked and Packed at the Peak of Perfection
CANNED FOODS
Are all Food—there's no Waste
CANNED FOODS . .
—More Food Value for the Money

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES
Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Foods Packers* of the United States and Canada. Now in its fifty-fourth year.
Entered at the Postoffice, Baltimore, Md., as second-class matter.

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Foreign	$5.00
Extra Copies, when on hand, each	.10

Advertising Rates Upon Application.

PUBLISHED EVERY MONDAY
By
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communications to THE CANNING TRADE, Baltimore, Md.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, JANUARY 11, 1932 No. 22

EDITORIALS

NOW LET'S GET TO WORK—The holidays are over, and they were as enjoyable and happy as any other year, on the average, even for the unfortunates who were unusually well cared for this time, as charity and benevolence were in remarkable evidence this season. In that respect humanity benefitted itself, and the world is better off, because its charitable nature was thus called upon and aroused.

A quick summing up of the past year's activities shows a very much better result than the gloomy predictions of the fall promised; most business men found that they did more business than they thought, and actually had more dollars at the end of the year than they expected. We know of firms, not in our line, which did a larger business in 1931 than ever before, and made more money; certainly all the key-salaried men have saved more money and lived better than for many years, if not ever before. Automobiles, and good ones, seem more plentiful on the roads and streets than ever, and one great gasoline company reports having sold a billion gallons more "gas" in '31 than it did in '30, and of over two billions more than they sold in '29, the last of the Golden Fleece years.

You may have lost 25% in total amount of business done, or profits gained, but that leaves 75%, and a man with 75c out of the dollar is not broke; and what is more if he can hold on to that 75% during '32, he'll be far from broke this time a year hence; and we warrant, under that condition, he will be a very much happier man than he is today. He will have grown used to the new condition and gotten rid of his fears. The job, therefore, is to roll up your sleeves, and not let business slip below that 75% margin. If you got through this past year with all its unaccustomed "slings and arrows"; weathered the fogs of grief emitted by the embryo-financiers who tried to run shoestrings saved from salaries into finger-aching coupon cutting pastimes, you ought to be able to do even better in '32. We have left that gloom, and those groans far behind us, and it is certainly anything but dark ahead, for the canning industry. On the contrary it is decidedly bright, what with well cleaned up stocks; a very clear understanding of the utter foolishness of over-contracting and over-packing any product; a steady and rapidly increasing demand for all canned foods by a steadily increasing number of consumers; a fading out of the picture of the '31 threat from frozen foods; a reduced popular income that necessitates the vast consuming public being careful about expenditures, thereby falling back upon canned foods, instead of "fresh" fruits and vegetables, not to mention fancy glass packed foods. Hard times increase demands for and the use of canned foods. Well! If it gets any harder, it will get better for canned foods.

What are you going to do during 1932? You are going to contract only a normal acreage, or less, from your best growers; and you are going to pack your goods so that you may be able to pick up any can of it anywhere, any time, and tell Mr. McNary or Mr. Mapes to go to —— the only place where prohibition is generally admitted to be in full force. You will use the McNary-Mapes law not as a guide to come as close to as possible, but as a warning to keep as far away from as possible. Be like the salesman we heard of recently: he was in Western Maryland, and some of those roads, even though good, wind up mountains and around curves, periliously near brinks that would drop the passenger into eternity. This salesman was in a hurry, and two drivers approached him. Pat said he could drive him over the mountain in jig time; that he did not mind the curves and could skirt the precipices by inches, but would get him there safe. Olle said he loved to hug the banks, and to take the curves slowly, but would get there in good time, and surely safe; and the salesman replied "Come on, Olle, let's go." That's it: play it safe in quality and quantity; buy quality

produce, so that the wastage in trimming and preparing will be at a minimum, and labor expense saved as well. Then appoint someone in the plant to watch the quality, to be certain that all cans are packed as they ought to be. Don't leave this important function to the whims or caprices of the "help". Hold down the costs and expect to sell at a small profit, if you do that you will be entering the new year without any false ideas.

And do not pull the strings too tight upon your purse. You know it is possible to blind yourself by holding a penny too close to the eye. Undoubtedly some of your machinery needs renewal or replacement, and other pieces have grown old and completely out of date. You cannot produce efficiently and at low cost upon such a plant, and you cannot expect to compete with others who are equipped with the faster, and better-quality producing machinery. To attempt economy in that fashion is foolhardy. Machinery that is continually breaking down and interrupting operations cannot produce quality nor low cost products. It would be far cheaper to tear it out and put in new, and so be able to give all your time to the pack and not to the machinery. Look over the line and weed out the useless; discard the antiquated machine that has paid for itself a dozen times over, and install the new, rapid, finely working one, even if it makes you sweat a little to raise the funds. We would like to make a bet that there is not a cannery in the country that does not need overhauling before the new season can be attempted. Look to this now and get the work done while you have time. Release the orders now and start things going. You can have this done now cheaper than you have been able to do in the past ten years; and you can buy this splendid new machinery at prices which you never expected to see. Acquaint yourself with what is possible, and you may be surprised.

The Convention—The great Chicago Convention is almost at hand, and incidentally there is the place where you can check over all the latest and best in machinery. Lay plans now to be at this Convention. If you have not already made reservations, do so at once. The Hotel Stevens will be able to take care of you. And then there are special trains forming: one from Baltimore, under the auspices of the Canned Foods Exchange; another from New York City; Rochester, N. Y. will undoubtedly get up its usual special train, and the same with New Orleans. We may have the details of all these trains in time for our Program issue, next week, and if so, will give them.

The usual fine program has been prepared with several well known speakers at each general and all Sectional meetings, and there will be plenty of matters come up for serious consideration. In fact the theme song of this Convention is Adjustment to the new order of things. The usual amusement features will be put on, and there is no indication that the lighter side of the Convention life will be slighted in the least.

It is the thing to do: to be there and take part in the deliberations of this great School for Canners; to meet and confer with your brokers; yea! even possibly to meet some of the many big wholesalers and buyers who will be there, in attendance upon the meeting of the National Wholesale Grocers Association—and maybe find some one of them with an order!

"SANDY" MATHERS DEAD

ALL regular attendants at the State and National Conventions will learn with a great deal of regret of the death of Alexander (Sandy) Mathers, who has sold canners' seeds these many years.

He was found dead in his bed at the Hotel Martin, Milwaukee, on the afternoon of December 29th and was buried by the Masonic Lodge, Thursday afternoon, the 31st.

"Sandy" had been in the employ of the J. B. Rice Seed Company for four years, and previous to that had been associated with several other seed houses, travelling the Western trade, particularly. He was to have gone on the road this month, for the new Continental Seed Company of Toledo.

Sandy was a typical Scotchman, smiling and happy, with a host of friends everywhere in this industry. The cause of his death was not given.

CANNERS' CONVENTIONS

January 25-27, 1932—National Preservers, Congress Hotel and Annex, Chicago.

January 25 to 29, 1932—National Canners; National Food Brokers; Canning Machinery & Supplies; Machinery Exhibit. Hotel Stevens, Chicago, Ill.

February 9-10, 1932—Virginia Canners, annual, Roanoke, Va.

March 16-19, 1932—Canners' League of California, Annual, Hotel Del Monte, Del Monte, Cal.

GAMSE LABELS

are Attractive

Our Salesmen will be glad to assist in your label problems.

SALES FORCE—

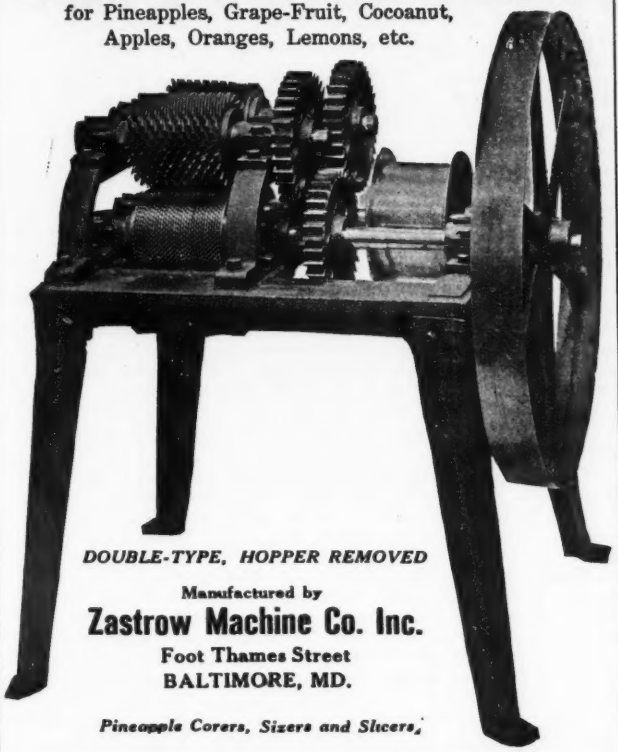
Bob. Eirich *Wm. L. Gissel*
L. Renbaum *W. J. Geary*
Herman Gamse

Advise us when you are interested.

Gamse Lithographing Company
Incorporated
419-421-423 E. Lombard St.
Baltimore, Md.
Telephone Plaza 1545

ZASTROW-MITCHELL PINEAPPLE GRATER

for Pineapples, Grape-Fruit, Cocoanut, Apples, Oranges, Lemons, etc.



DOUBLE-TYPE, HOPPER REMOVED

Manufactured by

Zastrow Machine Co. Inc.

Foot Thames Street

BALTIMORE, MD.

Pineapple Corers, Sizers and Slicers

ARTISTIC LABELS

PLAIN.

VARNISHED.

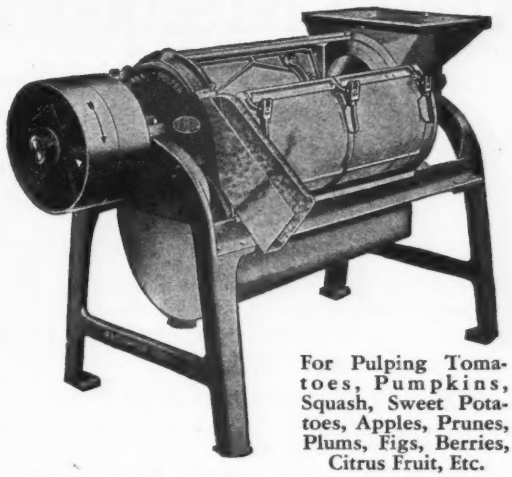
EMBOSSED.

THE

SIMPSON & DOELLER

CO.

BALTIMORE, MD.



For Pulping Tomatoes, Pumpkins, Squash, Sweet Potatoes, Apples, Prunes, Plums, Figs, Berries, Citrus Fruit, Etc.

The Indiana Pulper

THE outstanding pulping machine of the canning industry—tremendous capacity—minimum waste—maximum yield—greatest investment return.

An operating capacity of 500 bushels of tomatoes or other products of a light, watery texture, is not unusual with this Pulper. In fact it handles the product more rapidly than it can possibly be fed to it so that its capacity is almost unlimited and immeasurable.

The Indiana is so thorough in its action that all material worth saving is saved and the pomace discharged thoroughly dry. The machine is readily adjustable so that when material of poor grade is being run, the desired quality in the finished product may be maintained.

Only the best of workmanship and material go into the construction of Indiana Pulpers. It is highly essential that a Pulper be easy to keep clean and sweet to avoid a high mold count and spoilage trouble. The Indiana is so designed that the screen and frame can be quickly removed for thorough cleaning throughout.

Standard machines have all contact parts of bronze except shaft which is steel, and hopper, under-pan, hood and screens of copper. Monel metal throughout or other metals readily available if desired.

Let us send you complete information on the sturdy Indiana Pulper as well as other Langsenkamp equipment in which you may be interested. Just clip, fill in and mail the coupon below to

Sprague-Sells Corporation

Division of

Food Machinery Corporation

Hoopeston, Illinois.

EXCLUSIVE AGENTS EXCEPT IN INDIANA FOR:

F. H. LANGSENKAMP COMPANY

Sprague-Sells Corporation
Hoopeston, Illinois

You may send us complete information on the following Langsenkamp equipment:

☐ Indiana Pulper ☐ Improved Brush Finisher
☐ Indiana Chili Sauce Machine ☐ Indiana Colossal Finisher
☐ Indiana Paddle Finisher ☐ Kook-More Koils and Tanks
☐ Langsenkamp Copper Kettles, size.....gal.

Name.....

Address.....

Annual Meeting Tri-State Packers Ass'n

Lord Baltimore Hotel, Baltimore, Md.
December 16 and 17, 1931.

(Continued from last week)

THURSDAY MORNING, DECEMBER 17th

PRESIDENT DULANY opened the Session by introducing Mr. Thomas D. Holder who read his report as follows:

CANNING CROPS WORK IN MARYLAND IN 1931

By T. D. Holder

Extension Specialist in Canning Crops

THIS report is intended to cover, in a brief manner, the outstanding results secured in 1931 by the Extension Service, and co-operating organizations, in demonstrations and field trials with canning crops. The projects herewith reported were conducted under the supervision of Mr. H. A. Hunter and the writer, Extension Specialists in Canning Crops, for the University of Maryland with the assistance given by the Experiment Station, County Agents, Canners and Growers.

Those who were present at the April meeting of this Association will perhaps recall that a rather extensive program for the canning crops work was outlined for 1931 covering the principal points of productions and disease control. The projects suggested were planned to aid in the improvement of the canning industry of the state by:

1. Improvement of quality.
2. Increasing the efficiency of production.
3. Assisting in the marketing of canning crops.

Through the splendid co-operation of all interested agencies, and with few exceptions, the 1931 program was successfully carried out and some worth-while results secured.

Meetings—Canner and grower meetings were arranged in the important canning crop counties of the state at which timely information relative to production and the extension program for canning crops was presented. Through the co-operation of the Tri-State Packers' Association, Mr. F. M. Shook, Field Secretary, gave information regarding the system of buying and selling tomatoes on a basis of U. S. Grades. Meetings with growers were held in Harford, Carroll, Montgomery, Kent, Caroline, Talbot, Dorchester, Wicomico and Worcester Counties. Meetings with canners were held in Baltimore, Harford, Talbot, Caroline, Dorchester, Wicomico and Worcester Counties.

TOMATOES

Variety Trials—Break O' Day. Further extensive tests were conducted with this variety to determine its qualities as a tomato for canning purposes. Thirty or more tests were arranged in ten counties including Baltimore, Harford, Cecil, Kent, Talbot, Dorchester, Wicomico, Worcester, Caroline and Queen Anne. Reports from the trials this season indicate the Break O' Day possesses desirable qualities as to yield, size, number and shape of fruit, but fails to ripen uniformly around the stem end, which is undesirable from the standpoint of the canning industry.

Scarlet Topper. This variety recently developed by the U. S. D. A. was tried out in tests conducted in Somerset and Caroline counties. The Scarlet Topper seems to possess qualities which are desirable for the canning crop. Further tests will be carried on in 1932 with this variety which has been named Pritchard in honor of the late Mr. Pritchard, the originator.

Other Varieties. Trials with several local selections bearing various names were arranged but since their performance failed to command any particular attention no mention will be given.

Plant Production—The production of tomato plants for early field planting by use of the cloth covered cold frame, which has been a project since 1928, is no longer considered as a demonstration. Generally, it is now an accepted practice.

Stock Seed Production—Stock seed of Marglabe and Tri-State Baltimore (Radebaugh) varieties for the commercial seed acreage for the Tri-State Packers' Association was produced and saved under supervision of the canning crop specialists at the Maryland Experiment Sub-Station, Ridgely, Maryland.

Seed Saving (Certified)—Marglobe Variety. Two organizations in the State complied with the regulations of the Maryland Seed Certification Board governing the production of certified tomato seed: Tri-State Packers' Association, Easton, Maryland. E. V. Stockham, Inc., Havre de Grace, Maryland.

Seed Treatment Tests—Tests, using copper sulphate solution (1 pound to 8 gallons of water), were conducted to determine the practicability of this method as a tomato seed disinfectant in the saving of seed on a commercial basis. The results were that no injury occurred from immersing seed while wet for periods of 10, 20, 30 and 50 minutes, and in most cases treated lots averaged higher germination than the check lots. The advantage of this method is that no washing of the seed is required after treating, which is necessary with certain disinfectants.

Spraying and Dusting Tomato Seedlings — Co-operation of Georgia and Maryland. The tests here were carried out to obtain information as to the value of spray and dust treatments of seedling tomato plants, specifically applied to those shipped from Georgia to Maryland. Plants were grown and sprayed and dusted under the direction of the Georgia Experimental Station. The plants were received in Maryland by Mr. H. A. Hunter, Extension Pathologist, who continued the tests in this State. Results of the tests for one year indicate that the sprayed plants (Bordeaus 4-4-50) came through in better condition and made faster growth when transplanted to the field and showed less percentage of infection with stem canker and leaf spot diseases than those treated with other materials.

Ten Ton Tomato Club—Due to the lack of interest in tomato growing it was difficult to secure entries in the contest and the enrollment dropped considerably from 1930. Seasonal conditions were unfavorable and yields generally have averaged low. One hundred and fifty-four growers enrolled. Four growers have qualified in the contest by making yields above ten tons of tomatoes per acre.

Award	Name	County	Acre	Yield Per Acre
First	Mrs. B. B. Wiley	Harford	2.54	15.77
Second	Mr. F. H. McConnell	Harford	5.1	11.57
Third	Fred C. Jones	Harford	5.1	10.23
Certificate	Harvey Summers	Cecil	3.08	10.08

Marketing—Buying Tomatoes on U. S. Grades. Sixteen Maryland canners bought tomatoes this year on a basis of U. S. grades at twenty-seven points where federal inspectors were maintained. This interest is, no doubt, largely due in part to the canner-grower meetings held during the spring and to the demand for a better quality in order to comply with the Mapes amendment.

Bacterial Canker—A serious disease of tomatoes, known as bacterial canker, made its appearance in Maryland for the first time to any great extent. It has been found in Worcester, Dorchester, Talbot, Caroline, Kent, Anne Arundel, Montgomery, Carroll, and Washington Counties. Losses have ranged from 25 per cent to 50 per cent of the crop.

The disease may be seed borne. In many cases it was brought in on southern plants. While it has not been proved that the disease will live over in the soil, the land should be rotated as a possible control measure.

Canners and growers should make an effort to obtain disease-free seed. State certified tomato seed is recommended if there is doubt as to the quality of other commercial lots.

PEAS

Variety Trials—Maryland Alaska (wilt resistant). The outstanding demonstration with peas was the performance of the Maryland Alaska, a selection recently developed by Prof. C. E. Temple of the Maryland Experiment Station. Field trials were arranged to determine the performance of this variety and to observe its resistance to fusarium wilt. Other varieties (susceptible to wilt), were used as a check. In one test fusarium wilt was present and checked growth of the susceptible varieties while only a small percentage of Maryland Alaska showed wilt. In the other tests all varieties stood up, as they were apparently on wilt free soil. However, the Maryland Alaska seemed to show superior vigor as compared to the other varieties used in these tests.

B-K *Wilt Resistant* Alaska Peas Canners:

Eliminate LOSSES from PEA WILT by using B-K WILT RESISTANT ALASKA SEED.

FIELD experiments in Maryland and Wisconsin show our improved strain of Alaska seed to be 100% Resistant to Wilt, High Yielding and Uniform Type.

FACTORY canning tests prove B-K WILT RESISTANT ALASKA SEED produces Fancy Quality in the can.

TESTED in both field and factory B-K WILT RESISTANT ALASKAS are proven Superior in Yield, Type, and Quality.

Book *your* order now or see us at the National Convention, Chicago, Room 1539 A, Stevens Hotel.

FIELD and FACTORY TESTED SEED PEAS

Brotherton-Kirk Seed Co.

Bozeman Montana

HAMACHEK IDEAL VINERS

Their use means a larger profit for the Canner because they thresh peas more efficiently and permit the packer to get a pack of better quality. This has been proven many times by actual operation and careful tests

FRANK HAMACHEK MACHINE CO.

KAWAUNEE, WISCONSIN

Also Manufacturers of Viner Feeders, Ensilage Distributors and Chain Adjusters

SWEET CORN

Hybrid Trials—Green Cross (Connecticut Station). Field trials with Green Cross hybrid corn were arranged to determine its performance in Maryland in comparison with commercial strains. Due to unfavorable seasonal, and in some instances, poor cultural conditions, results were not obtained for all demonstrations. Favorable reports were secured, however, from several tests which indicate this strain gave high yields per acre of corn of good quality.

Seed Saving. A project of growing sweet corn for seed purposes was undertaken by the Extension Service to determine the advisability of saving sweet corn seed in Maryland and to secure information as to the cost of seed saving. An arrangement was made with a grower in Talbot County, Maryland, to grow five and three-tenth acres of Narrow Grain Evergreen corn. The corn was planted in an isolated area and early and late detasselings were made to secure a more even maturity. Due to unfavorable growing conditions, injury by the corn ear worm and loss from mold and rot, the yield of corn was comparatively low.

Sweet Corn Contest—A sweet corn contest conducted in Montgomery County, sponsored by local canning company in cooperation with the Extension Service, proved interesting as well as profitable to sweet corn growers in this section. The object of the contest was to stimulate interest in recommended methods of production and to improve the quality of corn grown for canneries. Growers were requested to enroll and deliver corn of an improved variety from a five acre measured plot. Yields were computed on the basis of cannery receipts. One hundred dollars in prizes were offered by the canning company for the five highest yields, which were:

First—W. A. Shaffer, Germantown, 4.5 tons per acre.
Second—Harry H. Fraley, Derwood, 4.2 tons per acre.
Third—Pleasant Hill Farm, Germantown, 3.4 tons per acre.
Fourth—Howard N. Curtis, Gaithersburg, 3.2 tons per acre.
Fifth—John W. Fraley, Derwood, 3.0 tons per acre.

SNAP BEANS

Disease—Anthracnose Overwintering—Tests to determine the length of time the anthracnose organism will live over in the soil was arranged by Mr. Hunter in the following counties: Dorchester, 1: Harford, 3; Caroline, 1. Results of these tests indicate that this disease did not live over in the soil more than three years.

President Dulany expressed his regrets at the absence of Mr. H. S. Yohe, who was next on the program to explain further about the Federal Warehousing matter, as Mr. Yohe was not able to be present at the meeting.

The next subject was "Co-operation in the National Advertising Campaign," by Edward A. Kerr, well known for years in the entire canned foods industry, and one of the foremost students and thinkers on canned foods advertising.

Mr. Kerr made a splendid talk on this all important subject, holding his audience for a long while in rapt attention. He has promised to put this into form for us, so that we will be able to give all our readers the benefit of it, and this we hope to do at an early date.

At the termination of Mr. Kerr's address, Mr. Francis Silver urged that in all advertising efforts quality canned foods be advocated, and be made a telling point. Competition, he said, is now not on a quality basis but entirely on price and he said that some well known speaker had said that "Americans know the price of everything and the quality of none." Quality canned foods, he pointed out, are cheaper to the consumer, as giving better food value, and after all, there is a small difference in cost, largely speaking, to the canners, between cheap, poor goods and quality goods. The cans, cases, and most of the work are identical, labels being a possible exception, and a nickel difference in price brings the consumer full value for the investment and a satisfaction that is all important to the canner counting upon developing consumer demand.

President Dulany asked if there was a list of houses that could supply suitable advertising cards, window streamers, folders, etc., and Mr. Kerr replied that this would be given further consideration, and we will answer that question in a later issue. In the meantime, Mr. Kerr urged every canner to co-operate with the National Canners Association, writing them for their ideas in the matter, so that every one would be working in harmony.

Dr. Symons of the University of Maryland, complimented Mr Kerr on his address and as an expert of long standing in efforts to make canners market their goods. The Doctor wound up by saying that he wished he were in position to appoint an advertising specialist under the Extension Service, and his suggestion later on resulted in a Resolution endorsing his idea, and suggesting that funds be appropriated by the State for the purpose of advertising Maryland products.

Chairman Dulany then called upon Mr. Maurice Siegel of Strasburger & Siegel, the canned foods chemists of Baltimore, to speak on the matter of the Mapes Law.

Mr. Siegel said that the Mapes Law was to the canners about what the small boy in school thought of married life. His teacher asked him to define the word "marriage", and the boy replied, that it was not a word, but a sentence. The canners are sentenced under the Mapes Law and have nothing else to do but comply. He said that there were very few cases of substandard peas found in the Tri-States this year, and that was a credit to the pea canners. In the matter of tomatoes, as he said, that was something else, because the season was most unfavorable, and tended to annul even the best efforts of the canners. The main trouble has been with too much skin, and he was not ready to admit what many had claimed that skin could not be kept out of the cans. There were lots of goods splendidly packed, free of skin, in fact, far under the requirements as stated. It is a matter of careful handling ,and something which every canner will have to learn. The regulations can be complied with, and other sections are doing it. Missouri is complying; Indiana and Ohio are complying; Arkansas is doing about as Maryland did, and needs to improve itself; and samples from other sections show that they are also able to meet the requirements.

Mr. Siegel thanked the American Can Company and the Metal Package Corporation for the help they had rendered in securing samples, and he said he hoped to get samples of tomatoes from every section of the country where they are packed, and to have the examination of them completed in time to make a definite detailed report to the Secretary of the Tomato Section at the National Convention in Chicago next month. In this way they will have definite experience to go upon.

The Chairman called for the reports of various Committees, and Mr. Warfield, Chairman of the Finance Committee, reported all accounts well kept and in splendid shape.

RESOLUTIONS

The Resolutions Committee brought in the following, and they were passed as read:

Your Resolutions Committee submits the following report:

1. RESOLVED: That this association express to the members of the allied industries its appreciation of the splendid entertainment given our members at this Convention. Also, to the speakers who have contributed so largely to the success and interest of our program.

2. RESOLVED: That we express our appreciation to Governor Albert C. Ritchie for his cordial greetings to this Association and take this opportunity of thanking him for his continued interest and assistance to this industry through the various agencies under his direction.

3. RESOLVED. That we express the appreciation of this Association to the management of the Lord Baltimore Hotel for the many courtesies extended us during this Convention.

4. RESOLVED: That the members of this association extend their appreciation to the officers and directors for their able and unselfish service in fostering the welfare of the Association and the canning industry. (Carried).

5. RESOLVED: That the appreciation of the Association be extended to the State Universities and Extension Services, for their untiring efforts and diligent research in behalf of the canning industry.

6. BE IT RESOLVED, that this Association request the University of Maryland Extension service to study the quality of raw tomatoes delivered under the grading and inspection system, to discover the reasons for poor quality and high quality deliveries, to the end that the conditions responsible for production of U. S. Grade No. 2 and cull tomatoes, may be remedied and the average quality of the raw product improved. (Carried).

7. BE IT RESOLVED, that this Association request the University of Maryland, through its Extension Service and Experiment Station, and with such cooperation as may be available from other agencies, to carry on a study of the quality of sweet corn as delivered from the field to canneries, in order to determine whether the quality of the raw product may be improved through some system of buying on grade, with advantage to both canner and grower.

8. RESOLVED, That the Tri-State Packers Association heartily endorses the Canned Foods Advertising Campaign sponsored by the National Canners Association, and recommends that each canner of this Association give his wholehearted cooperation, particularly in his own community, to this commendable movement, and thanks to those financing the campaign.

BLISS

HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

8-Head Double End Flanger

300 Cans a Minute

This No. 315-K Bliss Automatic Flanger operates in the 300 a minute line of Bliss High Speed Sanitary Can Making Machinery and produces a perfect flange which is essential to successful double seaming. The eight heads insure easy movement with high speed and minimum wear. All adjustments are open, accessible and easily made.

Builders of the 300 a minute line

E. W. BLISS CO. BROOKLYN N. Y., U. S. A.

Sales Offices { Detroit, Cleveland, Chicago, Cincinnati, Philadelphia, New Haven, Rochester

LABELS

—as you like them
—when you want them

We are so located that we can take care of all your wants, promptly, dependably.

Avoid a rush-job. Give us time and we can give you the better job. But we can take care of the rush job, too.

—Labels of every description
—As many colors as desired
—And at the right prices

Piedmont Label Co. INCORPORATED
MANUFACTURERS OF LITHOGRAPHED LABELS
BEDFORD VIRGINIA

CANNED FOODS STORAGE

MONEY Loaned on Consignments at reasonable rates of interest - on our own negotiable Warehouse Receipts.

For full information, write us direct or consult your Brokers.

WAKEM & McLAUGHLIN
(INCORPORATED)
225 E. ILLINOIS ST., CHICAGO, ILL.

GEAR, SPROCKETS, TRANSMISSION

Service to machinery manufacturers and the canning industry.

We maintain a large assortment of stock gears and are equipped to furnish sprockets, gears, and silent gears on short notice.

SLAYSMAN & COMPANY
Manufacturers of Industrial Gears.
801 E. Pratt St., Baltimore, Md.

Seeds! Seeds! Seeds!

If you need seeds of any variety, of any quantity or for any date of shipment don't forget us. Write us when you write others for quotations. Tell us what you want and let us quote you.

There are no better seeds than ours which are Pedigree Seeds and Seeds which Succeed.

Business founded 147 years ago.

D. Landreth Seed Company

BRISTOL, PA.

9. RESOLVED, That the Senators and Representatives in Congress, from New Jersey, Delaware and Maryland, be requested to take immediate and effective action to the end that the imports of canned tomatoes be appraised at their true value, taking into consideration not only the difference in Exchange but the value of similar products produced in the United States. And to also inquire into the possibility that such imports now being made are in violation of the Anti-Dumping Act of 1921.

AND BE IT FURTHER RESOLVED, that the President of this Association appoint a suitable committee to be composed of members of the Association from the States of New Jersey, Delaware and Maryland, to present this matter to their respective Senators and Congressmen at once.

10. RESOLVED: That this Association heartily endorse the action of the Officers and Board of Directors in the formation of any Advisory Council.

11. Because of the serious distress in business in general and our industry in particular, and because we feel that respective industries should be permitted a reasonable degree of self-government in order that they may be enabled through constructive cooperation to correct the present deplorable conditions,

THEREFORE, BE IT RESOLVED, that this Association go on record as favoring the modification and modernization of the Sherman and Clayton Acts to permit the limitation of wasteful over-production and the control of destructive competition for the benefit of business and the best interest of the public,

AND BE IT RESOLVED FURTHER, that our Senators and Representatives in Congress be requested to immediately advocate such changes in the existing laws as will permit such constructive action at the earliest possible time.

12. Since Maryland is one of the first and most important producers of canned foods, and as great strides have been made in the improvement of the quality of our products, and since Maryland is also the source of many important agricultural and manufactured products,

THEREFORE, BE IT RESOLVED, that the Tri-State Packers' Association advocate the development of our State Extension Service Work by the addition of a specialist in advertising to consult and advise with the important agricultural industries of Maryland to assist our people in keeping before the public the many advantages of our State and its products.

Respectfully submitted,

NELSON H. FOOKS,
FRANCIS SILVER,
CHARLES MILLS,
ALLEN STEVENS,
J. ROSCOE WHEATLEY, Chairman

THE ELECTION

The Nominating Committee brought in the following, and they were elected:

The following members of Board of Directors are now retiring, their terms having expired and they are not eligible for re-election at this time:

Lucius E. Hires, Salem, N. J.
F. Hall Wrightson, Easton, Maryland.
W. Earle Withgott, Easton, Maryland.

Nominations

President—F. Hall Wrightson, Easton, Maryland.
First Vice-President—Julian E. Townsend, Georgetown, Del.
Second Vice-President—Newland Watson, Greenwich, N. J.

Board of Directors

New Jersey—Edgard Hurff, Swedesboro, N. J.

Maryland—James M. Shriver, Westminster, Maryland; J. Roscoe Wheatley, Easton, Maryland.

Delaware—Charles Mills, Rehoboth, Delaware.

President Dulany continued his record as a real orator in thanking the Association for its co-operation during the year, and in introducing the new President, Mr. F. Hall Wrightson, called upon some of the Board of Directors to escort him to the Chair. And this was done, amid applause.

President-Elect Wrightson thanked the Association for the honor, and promised he would not skimp any work but that he would skimp speaking.

With that the meeting adjourned.

Following the Meeting, the Board of Directors met to reorganize and determine upon the year's work.

AMUSEMENTS

At 7 o'clock Wednesday evening, the entire Convention attended a banquet give through the courtesy of the members of the Allied Industries. After enjoying a meal which was elegant in every respect, and for which the Committee in charge deserves much credit, President and Toastmaster Dulany performed the duties of the latter in a masterful manner in his introduction of the various speakers.

He first introduced Honorable Howard W. Jackson, Mayor of Baltimore.

Mayor Jackson's opening remarks were jestful jabs at many of his friends in the audience. In order to better express his welcome to the Convention he told about the man who visited Boston and he found that there the attitued seemed to be "What do you know," and being somewhat bored with this he went down to New York City. There the greeting was emphatically "What have you got." When they had got it all, he finally returned to Baltimore and found it awaiting him with open arms with the "What will you have" spirit.

The Mayor said further that when strangers visit other cities, it is the usual custom to present them with the key to the City. He wished to remind them that because Balimore had no locks on its doors, that no key was necessary.

Toastmaster Dulany then called on Mr. E. P. Moran, Executive Sales Manager of Bradstreet Company, who spoke on "Sales and Credits."

This address proved to be one of the big hits of the Convention. Mr. Moran spoke from the wide experience of his well known company, and he was followed with close attention.

Dr. T. B. Symons of the University of Maryland presented the awards to the winners of the Ten-Ton Tomato Club; first prize going to B. B. Wiley, Harford County; second price F. H. McConnell, Harford County, and third prize to Fred C. Jones, Harford County. Mr. Jones won first prize last year and was loudly applauded when his award was presented.

At this time R. A. (Bob) Sindall, Secretary of the Get-Together Committee, announced that the Committee was able to arrange two professional wrestling matches between the foremost contenders for the National Title. A regulation ring and paraphernalia had been erected during the afternoon, and it was about this ring that the tables were distributed, so that all could see plainly from their respective places.

The first bout was between Carl Vogel and Jim Corrigan. After being thrown and battered about the ring for 37 minutes as the under-dog, the Irish finally came out in Corrigan and he picked up the German and slapped him to the mat to be proclaimed the winner.

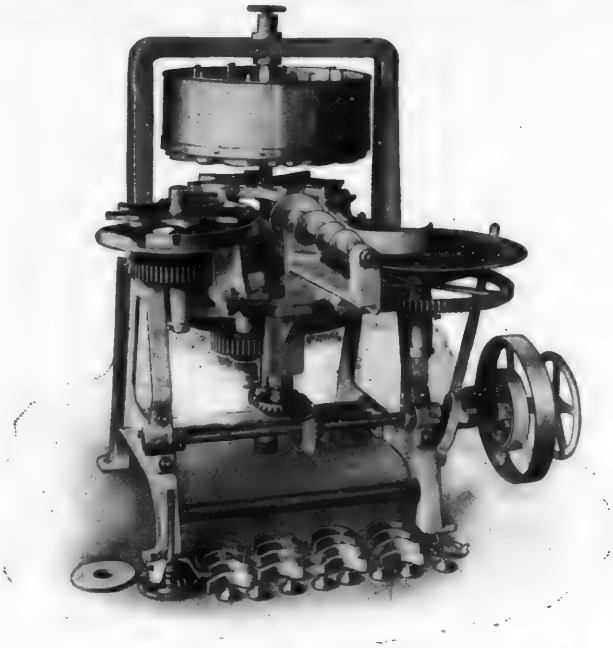
The final match between Leon Smith and Geo. Kotzonaros, a leading contender for Londos' crown, was fast and furious throughout. Smith kept the Greek plenty worried, breaking his holds easily and buffeting him about with flying tackles. After 27 minutes full of action, the Greek threw Smith with a series of flying mares.

It was a well satisfied crowd that left the banquet room at the conclusion of these matches.

Hosts to the Convention at this splendid banquet and entertainment were:

American Can Company
Associated Seed Growers, Inc.
Ayars Machine Company
C. W. Baker & Sons
Baltimore Steam Packet Co.
Belts Wharf Warehouses, Inc.
Berlin Chapman Company
Berndt & Company
Blamberg Brothers
The Bradstreet Company
Robert Buist Company
Burt Machine Company
Camden Warehouse
Chesapeake Steamship Co.
Chisholm, Ryder Co., Inc.
Colonial Salt Company
Comly & Flanigan
Container Corp. of America
Continental Can Company
Coons Fruit Machinery Co.
Dewey and Almy Chmical Co.
Dudley, Weisl & Gunnell, Inc.
Eastern Box Company
J. B. Ford Company
Robert Gair Company
Gamse Lithographing Co.
Frank Hamachek Machine Co.
Hinde-Dauch Paper Co.
Hubbs & Corning Company
Huntley Manufacturing Co.
T. A. James & Company
Jessup & Roberts
Howard E. Jones & Co.
Kieckhefer Container Co.
D. Landreth Seed Company
S. H. Levins Sons
Link Belt Company
Thomas J. Meehan & Co.
Metal Package Corporation
Charles C. Miller & Co., Inc.
Muirson Label & Carton Co.
National Color Printing Co.
North and Dalzell, Inc.
Phillips Can Company
Piedmont Label Company
E. Miller Richardson & Co.
A. K. Robins & Co., Inc.
W. E. Robinson & Co.
Roger Brothers Seed Co.
Scott & Kelly Company
William Silver & Co.
Simpson & Doeller Co.
Albert W. Sisk & Son
Sprague Sells Corp.
Standard Knapp Corp.
Stecher Lithographing Co.
Terminal Warehouse Co.
The United Company
U.S. Printing & Lithograph Co.
Lansing B. Warner, Inc.
Westminster Machine Works
S. D. Woodruff & Sons
Worcester Salt Company
Zastrow Machine Co., Inc.

Joseph M. Zoller



AYARS NEW HEAVY DUTY ROTARY SYRUPER

For Filling—Tomato Pulp and Puree—Tomato Juice—Clear Soups, etc.

For Syruping—Fruits, String Beans, Beets, etc.

Has no air vent stems to damage fruit.

Designed for high speed.

Belt Drive or direct connected.

Fills absolutely accurate.

No Can No Fill.

Rapid Valve.

Prices on Request.

AYARS MACHINE COMPANY

Salem, New Jersey

BRANCH: DETROIT, MICHIGAN

WHOLESALE CATALOGUE ON REQUEST

BETTER SEEDS

FOR BETTER PACKS

We Are Leading Growers of

CANNERS' SEEDS

CATERING TO THE BEST IN THE INDUSTRY

PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.

Cambridge, N. Y.

Minnesota Canners Association Meets

Hotel Radisson, Minneapolis

December 17th and 18th, 1931

THE meeting of the Minnesota Canners was marked by the introduction of a Corn Growers Contract, based on buying corn by grades, and this proved easily the most important subject, or at least the one that seemed to attract the most attention of the meeting.

The first session was held in the afternoon, and after being welcomed by the City Fathers, and a fitting response by President Hartle, the meeting got down to business.

Dr. W. D. Bigelow of the Washington Laboratories, brought the greetings of the National Canners Association and then spoke in an interesting and informative way, upon some of the problems which his laboratory has been handling this year, especially as regards salt and its effect upon canned foods.

Mr. T. E. Dye of the Corn Canners Institute, talked to the meeting in relation to the present situation of canned corn, pointing out that the outlook was not nearly as dark as some seemed to consider it. The quality was, on the average, much better, and the fact that other staples of canned foods are short in supply, will undoubtedly help in the distribution of canned corn, and he gave it as his opinion that the surplus could easily be cleaned up before next packing season.

The balance of the Afternoon's Session was taken up by discussions along this line, and in particular as regards the futures corn contract.

Friday Morning's Meeting was an Executive Session in which matters concerning the interest of the canners were discused as in round table fashion, and actions taken upon them.

The new form of contract referred to above was presented by Mr. George F. Winters of the Minnesota Valley Canning Company, and as it is a decided step in advance over former and usual methods of contracting for corn, we are giving space to it, because it will prove interesting to corn canners every where. It should be explained that this contract is now being use by their company at all their plants, and that, while naturally, some of the growers hesitate, most of them are rapidly falling into line, and it will be in force during 1932 operations.

The contract is headed:

1932 GROWERS' CONTRACT

....., Minn., ..., 1932.

The undersigned agrees with ..... Canning Company to plant properly, cultivate, and deliver to its factory in proper condition, the following SWEET CORN in varieties and acreage named, to be planted at such times as the company may direct:

..... acres CROSBY
..... acres .....
..... acres .....

Corn under this contract is bought subject to grade on the following basis: Representative samples will be drawn from the delivery, weighed, husked and trimmed. From the husked and trimmed corn the usable ears will be selected and weighed.

The per cent figures below are the per cent by weight of usable ears of the entire sample.

Per Cent of Usable Ears to Total Weight	Price Per Ton
75-up	Plus $1.50
70-74	Plus 1.00
65-69	Plus .50
60-64	Base Price
55-59	Minus .50
50-54	Minus 1.00

Corn purchased hereunder will be paid for....., 19.....

Usable ears shall be at least five inches long, 95% filled with edible kernels showing no worms, smut or other damage, and whose kernels are in the milky stage. Any corn not falling within the specifications specifically mentioned above may be rejected by the company, or it may buy such corn at a discount, but if rejected it must be taken away at once.

For each ton of Sweet Corn delivered, grower shall be entitled to receive 800 lbs. of ensilage from stack, but any ensilage which is not removed by April 15th of the year following crop shall revert to the company.

The seed corn to be planted under the terms of this agreement will be furnished by the company at the proper time for planting, without charge.

The company assumes no responsibility or liability as to determining when said corn is to be harvested, but a road man will be furnished without charge, to advise with grower in determining same.

In the event company picks this corn, picking charge will be $1.00 per ton. Hauling done by the company will be charged on the follow ing basis:

	Per ton		Per ton
1 mile	$ .75	6 mile	$1.875
2 mile	.975	7 mile	2.10
3 mile	1.20	8 mile	2.325
4 mile	1.425	9 mile	2.55
5 mile	1.65	10 mile	2.775

Estimated distance from factory this contract ..... miles. Actual distance from factory to be measured and such measured distance from field to scales is to govern. ..... miles.

Approximate planting date .....

The hauling charge named is based on average weather conditions. The company agrees to put forth reasonable effort to pick and haul the corn covered by this contract if and on request of grower, but nothing herein shall be construed as a guarantee to so pick and haul, and no damage shall be based on such failure. In the event the company picks and the grower hauls it is agreed that such grower, when loading in the field, will pick his row.

The company reserves the right to refuse to receive any corn for packing on Saturdays after 12 o'clock M., and on other days after 6 o'clock P. M., and on corn not contracted for, or corn delivered after September 25th. The company reserves the right to limit its acceptance of corn on this contract to four tons per acre contracted for, or at its option four tons per acre actually planted.

If any of the above acreage is planted on land leased on a "Share" basis without written consent of the company, the company reserves the right to withhold payment of the entire crop until share due landowner is adjusted.

In case of destruction of factory by fire or the elements, or should the company on account of strikes, breakdowns, or any cause whatsoever beyond its control be unable to operate the factory, this contract is void.

I have read the above conditions and understand them to be part of this contract.

.....
Grower.
Address.....
..... CANNING COMPANY,
By .....
Authorized Agent.
No. .....

Suitable Resolutions were passed thanking the speakers and all who had in any way contributed to the success of the Convention, and one particular Resolution calling for the enactment of lawful regulations which would establish sound economic standards of production to meet consumer demand, and in conformity with other sections or States producing the same crops, was adopted.

ELECTION OF OFFICERS

President—W. F. Dietrich, Le Sueur.
Vice-President—Floyd Nash, Bricelyn.
Secretary-Treasurer—George A. Borg, Cokato.

THE BOOK YOU NEED ! !

"A Complete Course in Canning."

5th Edition *386 Pages* *Price $10.00*

Published by THE CANNING TRADE.

We Took the Bull by the Horns!

YES, we just naturally got mighty tired of the "repression" and decided that the thing to do was to "take the bull by the horns"—clear all the expense possible out of our costs by putting all our production under one roof; and equip the plant under that roof with every available labor saving and cost reducing piece of equipment we could buy.

THE Result—Lower prices to you for better canning machinery than ever before and a chance for us to make a small reasonable profit *even if small volume business continues indefinitely.* But it won't, You know what will happen. It's almost inevitable. Volume will grow and grow naturally because of lower prices and higher quality. It just always does. We'll be the gainer in the next boom and so will you because nothing can take away the "edge" this low cost program is putting into our business.

CONSIDER what a similar program might do in your business. There never will be a more logical time to rejuvenate any business. We all know the canning industry is not only sound but *indispensable.* It's future is assured.

YOU can lick the depression, and get a long jump on the other fellow, too, by planning to re-equip now.

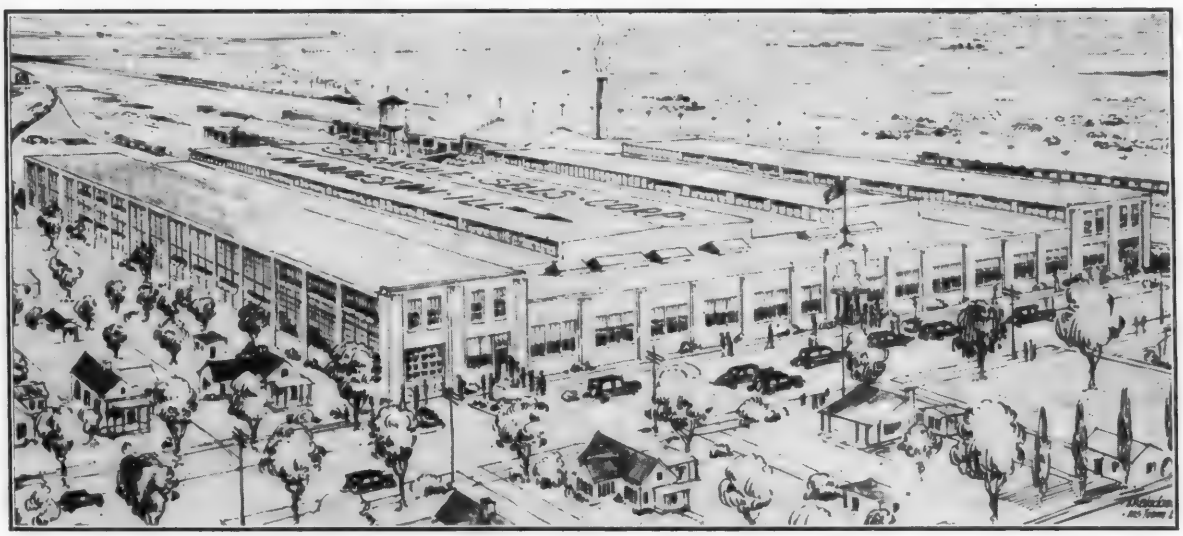
LET us figure with you. Let us turn our engineering department loose on your problem. Boy, they've just done a wonderful job for us and they're just itching to do the same for you. Your dollars will go a long, long ways farther today.

OBEY that urge. Write us now.

Sprague-Sells Corporation

Div. of Food Machinery Corp.

Hoopeston, Illinois



Architect's drawing of

NEW SPRAGUE-SELLS PLANT, HOOPESTON, ILLINOIS

Where all Eastern Production will be combined

A MODERN, HIGH-GRADE, LOW-COST FACTORY

Meeting Iowa-Nebraska Canners Ass'n

Cedar Rapids, Iowa

December 15th and 16th, 1931

THIS might be called a Corn Canners Convention and it is characteristic of these aggressive firms that 75 to 80 per cent of all the canners in these two States were present when it opened.

Vice-President Morton Steinhart, of the Otoe Food Products Corporation, presided and introduced Mr. Thomas E. Dye of the Corn Canners Institute.

Mr. Dye reviewed at length the situation of canned corn as now confronting the packers, emphasizing that although corn was apparently in over-supply, the three other leading staples in the canned foods line, Peas, Tomatoes and String Beans, were short, and for that reason, consumption might be expected to drift to canned corn. He feels that with judicious handling and confidence in the product, the entire surplus can be passed into consumption before the next corn canning season.

Mr. W. Clapper of Des Moines, next spoke upon the subject of Corn acreage and production for 1932. In effect his talk was along the new proposed futures contract, which is aimed to encourage the buyer and to restrain the packer from over doing corn again next season. His talk was very much in the nature of a round table discussion, in which most of the members present joined, but this subject is so important and interesting, that is was not possible to exhaust it and come to any definite conclusion. It was again approached on the second day's meeting with further discussion, and a resolution to hold another meeting of the Association prior to the Chicago Convention, in the hopes of arriving at a conclusion.

Secretary Geo. R. Kelley, after making his report as Secretary-Treasurer, and which was approved and accepted, touched upon the matter of the National Advertising Campaign, urging all present to get behind it and to help make it a maximum success.

At the Wednesday Morning Meeting, after a formal welcome by Des Moines officials, Mr. Harvey R. Burr, Secretary of the Wisconsin Canners Association, was invited to explain the operations of the Wisconsin Canners Cooperative Sales Corporation.

Secretary Burr reminded the corn canners that they, like the pea canners, had devoted all their time to production efforts, and now the necessity was forced upon them of considering improved sales methods. He showed them that it was more important, if anything, to secure good distribution than to increase production, and that all canners would do well to realize this fact and bend their energies now towards spreading the use of canned foods, so that there would be a place for the production, which they have so successfully built. This method of sales likewise developed considerable discussion, every one showing keen interest in it.

The resolutions covered thanks to the speakers, endorsed the big advertising campaign, and another resolution expressed the Association's regrets at the loss through death of two valuable members, Mr. George E. Lichty of the Waterloo Canning Company, and of Mr. H. V. Weir, of the Weir Canning Company.

ELECTION OF OFFICERS

President—Morton Steinhart, Nebraska City, Nebr.
Vice-President—Paul Reed, Waterloo, Iowa.
Secretary-Treasurer—Geo. R. Kelley, Grinnell, Iowa.

DIRECTORS

M. W. Jones, Sac City, Iowa.
E. W. Virden, Grinnell, Iowa.
A. Stewart, Norfolk, Nebr.
J. LeRoy Farmer, Cedar Rapids, Iowa.
Roy Clift, Ames, Iowa.

EXCHANGE HOLDS NEW YEAR'S PARTY

THE Canned Foods Exchange of Baltimore, reverting to an old Southern custom, held open house to all its members and friends on New Year's Eve. President Wm. E. Lamble was assisted in receiving by chairman of the Hospitality Committee, Robert (Bob) A. Sindell and those who called to exchange greetings, found the table loaded with good things and plenty of the Hotel Emerson's trained attendants to see that all were taken good care of. And they came from all branches of the industry—canners, brokers, machinery and supply men, railroad and steamboat men, the scientific leaders and the crop experts, all making a very happy party. It is a splendid idea, well carried out—one day in the year at least where business is taboo and friendship holds entire sway.

It begun at 12.30 and lasted through the afternoon, and both the hosts and the guests wished that such an event could be held every week, rather than but once a year.

CANNED FRUIT PULP

EXPERIMENTS made during the past 10 years by investigators of the Fruit Products laboratory of the University of California have developed a simple technique of preparing and canning fruit pulps for use by ice-cream factories, in soda fountains, and in the home. Comparative tests prove that this product retains its flavor and color for at least three years. It is more satisfactory than the frozen pulp of most fruits, with the exception of berries, for the reason that it retains its color after the container is opened and will keep indefinitely in the sealed container. Frozen fruit pulps, on the other hand, rapidly turn brown on thawing and deteriorate in flavor.

The new canned pulps or purees are suitable for use in preparing commercial ice-cream and ices, soda fountain drinks such as fruit "malts", and for home use in whips, gelatin desserts, puddings, frozen desserts and home prepared fruit and milk beverages.

Standard cannery equipment is used in their preparation, which can be conducted throughout by machinery. Sugar is usually omitted but may be added to the pulp before canning, if desired. The fruits recommended for canning in this manner are peaches, pears, apricots, plums, and dried prunes.

Better Profits

AN Ohio Subscriber writes, "Enclosed are several suggested lay outs of copy for a store hanger we are going to get out. Will you please go over them and comment thereon in an early issue of The Canning Trade."

Our inquirer has sent us a number of pieces of copy, product. Some of them are rather indirect such as "There is a difference in Canned foods. Try ours and note the difference." One suggestion is, "Our canned foods are recommended by good cooks."

Writing copy for a store hanger presents no different problem than does the preparation of copy for a 24-sheet bill board.

Each should stand out, should challenge the reader's attention!

Quality may be mentioned but is best mentioned in a secondary manner in comparison to the presentation of an appetite appeal in the art work coupled with a buying command.

Be positive in your language!

"Buy our canned foods—Their quality is guaranteed!"

"Buy the best! Our canned foods are unexcelled!"

Either of these phrases will compell much more attention from readers than the ones I have repeated earlier in this article.

Think of your store hanger as a minature bill board. Notice all the bill boards you come across during the next few days or weeks. Remember their terseness of copy, recall their appetite appeal as worked out in appetizing illustrations.

Use that good old word, "Buy" whenever you can when preparing your copy.

Do not be afraid to be positive and commanding.

If your store hanger is to be of average or under the average size, you may even adopt the slogan style of copy.

Remember that old one, "You have tried the rest, now use the Best."

Think of other slogans you often see, "When better cars are built, Buick will build them." "Ask the man who owns one!" "The highest priced flour in America and worth all it costs!"

Let's see what we can do with these ideas as a foundation for the short, positive copy we want on our hanger.

"You have tried many canned foods, buy ———— and be satisfied!"

"In order to improve the corn we can for you, we went back to the seed, developed a new and better one and now offer the best for your table."

"———— cost more than some others—They are worth more. Buy them today."

Our subscriber did not mention the colors to be used on the store hanger in mind, but two at least ought to go into its makeup.

White on blue is a strong combination, if art work is missing or limited.

Usually the co'or scheme of the label will lend itself to reproduction on the hanger and the resulting combination will help to further fix the canners label in the minds of all who see the advertisement.

Summing up, to prepare a sales compelling store hanger, be brief, be positive, tell a story that all who see the card will remember.

Use in the card if possible, those colors in the label to be advertised.

Another old reader of The Canning Trade writes in part, "We are planning on putting on two or three men this spring who we hope will help us hold old customers, increase our sales to those already on our books and secure new accounts. It seems as if there never were so many salesmen out of a job and we have been intending to hire men at what would have seemed to be a low salary two or three years ago. Recently we have heard of another who knows our line, is acquainted with our trade and who would make a good salesman for us but we hear he is asking nearly the same money as he did when times were good. Now we are wondering if we should hire two cheap men or one good one. Their worth to be judged to quite an extent by the salary they expect."

If our reader has been looking carefully over the field of applicants for sales positions he has certainly learned one thing and that is, if there are more salesmen than ever looking for jobs, there are more poor salesmen among them than ever before.

I do not mean to belittle in the least those good men who for one reason or another are without a connection at present but the facts are as I have stated.

The very nature of our present economic situation makes this true.

Employers have been reluctant to remove producers from the pay roll except as a last resort and as a consequence, the drones, drawing account men and light weights of the sales profession have been the first to feel the brunt of wholesale dismissals.

If you have been judging the apparent worth of salesmen for years, if you are having applicants for the positions you have, make out a standard form of application blank, if these blanks show no evidences of "floating" from one job to another, if references given have been consulted and favorable replies received, and you can still hire men seemingly well qualified, who will work at a low salary, hire them by all means.

On the other hand, one good man, well qualified for a position, has always been worth three times as much as one cheaper man not as well fortified to go out and do business for you.

I believe you take pride in your business, that you do not want to send any representative out on the trade who will not represent you adequately.

Such a man is worth a great deal more today and always than the fellow who is most anxious to secure a job at any price and scarcely able to hold one after it has been secured.

As a matter of fact, when many men are looking for sales positions their selection is doubly difficult.

Secure from each man you intend hiring a complete record of the positions he has held for the past ten years his age of course, learn his nationally, his marriage status, and the names of at least three references among those who have not employed him.

Write each and be sure you are completely satisfied with the records as given before you employ a man.

After you are ready to do this, make up your mind to pay him what he is worth to you and as nearly as you can to the figure he has set on the worth of his services.

A laborer is worthy of his hire, he always has been, he always will be. The employer who recognizes this has the best sales force in 1932 just as he always has.

SPECIAL TRAIN TO CONVENTION ON TO CHICAGO!

Annual Convention

NATIONAL CANNERS' ASSOCIATION

STEVENS HOTEL—JANUARY 25th to 29th, 1932

THE Baltimore Canned Foods Exchange invites its members and those of allied industries to join the special train party, leaving Baltimore, Saturday, January 23rd, for the Convention City.

Our special train will leave Camden Station at 6.45 P. M. Arrangements can be made to stop at all points for passengers who will attend the convention. The Hospitality Committee of the Baltimore Canned Foods Exchange has arranged for the very best train accommodations possible—the "Special" will be made up of upper and lower berths, compartments and drawing rooms. It will be necessary for arrangements to be made promptly so that the solid compartment and drawing room cars may be ordered without delay.

A reduced rate of fare and one-half has been authorized on the identification certificate plan. Your Committee will take care of certificates for you, providing your reservations are promptly made.

The Baltimore & Ohio Railroad has agreed to furnish us with a duplicate of their "Capitol Limited" equipment and service—we are also assured of the usual Baltimore and Ohio dining car service—and the time of leaving Baltimore has been left entirely to us. Your Committee believes that 6.45 P. M. leaving time on Saturday would be agreeable to everyone.

There will be a Baltimore and Ohio representative traveling with us for the purpose of making arrangements for a return "Special" leaving Friday, January 29th, Baltimore and Ohio Station, Harrison Street at Wells, 5.00 P. M., arriving Camden Station, Baltimore, January 30th. Please let us know if you wish same pullman reservation on return trip as it will be necessary to arrange with the Pullman Company in advance to hold equipment for the return journey.

Special one and one-half fare rates will prevail and cost of transportation as follows:

Railroad fare—round trip	$41.67
Drawing room one-way, accommodating three persons	30.00
Compartment one-way, accommodating two persons	23.25
Lower berth—one way	8.25
Upper berth—one way	6.60

By all means make every effort to attend the convention and please do not delay in making reservations to travel on our "Special Train."

Indications point to a prosperous 1932 for the Canning Industry—let us endeavor to help and encourage in every way possible those whose efforts are so ably put forth in making our Annual Convention well worth while.

We have every assurance that the "BIG SHOW" this year will be the most interesting ever, and surely every individual whose daily activities are taken up by matters pertaining to canned foods, will find it worth while to attend the coming convention.

Kindly mail remittance with your reservation, and for further information telephone Robert A. Sindall or Steve Lewis, Plaza 1987.

Please remember that we must have immediate response in regards to reservations in order to secure our quota of pullman cars.

BALTIMORE CANNED FOODS EXCHANGE,

William E. Lamble, President.

Committee:

Harry W. Krebs
Herman Gamse
John May
Richard Dorsey
Carle Cooling
George G. Sauter
Herbert Randall
Henry Doeller, Jr.
Jas. F. Cole
E. Everett Gibbs
Robert A. Sindall, Chairman

1931 CANNED TOMATO PRODUCTION

THE 1931 canned tomato pack amounted to 9,573,025 cases, on the basis of 24 No. 3 cans, according to figures collected by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. This is a decrease of 44 per cent from the 1930 production of 16,997,799 cases.

Pack by Sizes of Containers

Size	Actual Number of Cases 1930	1931
48—1's E. O.	1,706,156	413,442
48—1's Coast		188,135
36—303's	421,424	126,302
24—2's	12,387,864	8,314,141
24—2½'s	4,411,676	2,406,300
24—3's	1,934,750	778,778
6—10's	3,131,989	1,495,745
Miscellaneous	273,885	93,223
Totals	24,267,744	13,816,066

1931 Tomato Pack

State	Basis No. 3's 1930	1931	All Sizes 1930	1931
Arkansas	1,050,177*	761,091	1,703,928*	1,187,120
California	3,460,162	863,628	4,441,104	1,012,621
Colorado	292,553	226,551	402,363	304,679
Delaware	754,864	340,367	1,010,247	485,313
Illinois	222,971	213,697	310,287	311,794
Indiana	2,028,943	1,191,599	2,816,900	1,732,749
Iowa	113,781	166,988	170,592	259,620
Kentucky	161,108	160,776	241,509	252,568
Maryland	3,769,564	1,709,558	5,715,619	2,641,391
Michigan	110,898	147,652	143,984	192,551
Missouri	1,078,208*	518,573	1,694,701*	833,345
New Jersey	355,598	143,714	448,994	182,447
New York	466,681	496,858	648,793	671,390
Ohio	428,976	304,020	586,682	422,202
Oklahoma	41,808	56,664	70,457	95,653
Pennsylvania	150,680	159,513	223,155	245,748
South Carolina	37,884	25,957	62,925	42,615
Tennessee	518,327	313,733	828,129	519,202
Texas	73,105	18,187	105,524	28,064
Utah	788,309	1,027,531	1,004,839	1,253,205
Virginia	818,494	507,742	1,209,268	822,182
Others	274,708	218,626	427,744	319,607
Totals	16,997,799	9,573,025	24,267,744	13,816,066

*Collected by Ozark Packing Corporation.

SILVER NEW YEAR'S GREETING!

"Tho' much is taken, much abides; and tho'
We are not now that strength which in old days
Moved earth and heaven; that which we are, we are;
One equal temper of heroic hearts,
Made weak by time and fate, but strong in will
To strive, to seek, to find, and not to yield."

Alfred Lord Tennyson.

The year 1931 with its trials, its worries and its disappointments lies behind; so let us, like Ulysses, turn our backs on the past and look forward to the future with courage and resolution.

Like Ulysses, we have all suffered much but like him, we also may resolve to use all our remaining resources and every effort to realize a better and brighter future.

To this end, we are dedicated and we urge that each one of you, our friends, join with us in this venture. Rough seas may yet lie ahead, but none which united and unselfish co-operation can not surmont.

Very truly yours,
WM. SILVER & CO.

Another market report of December 31st "prognasticatis" the pleasant future. It says:

The trade will enter the New Year with many real advantages: The packs of peas, beans, spinach, beets, squash, tomatoes and kraut are well below five-year average requirements and the quality of these reduced packs is well above average past performance. Prices have been liquidated to below replacement levels and distress offerings largely absorbed. Consumption has been expanded by better quality at low prices and the $1,000,000 N. C. A. advertising campaign should win new converts to the use of canned foods and stimulate greater consumption by regular users. Distributors will enter the New Year with the lightest inventories in any recent year.

We feel these facts will produce a heatlhy market in which Canner, Broker and Buyer may expect to profit.

DEATH BERNARD M. MANGELS

BERNARD M. MANGELS, of the Mangels-Herold Company, molasses manufacturers and importers, died Christmas Eve, December 24th, in Baltimore. Mr. Mangels was not only well known to all the food trade of this section, but he was held in the highest esteem by all who knew him. The announcement of his death caused a wave of sorrow, and the sympathy all went out to his family and business associates.

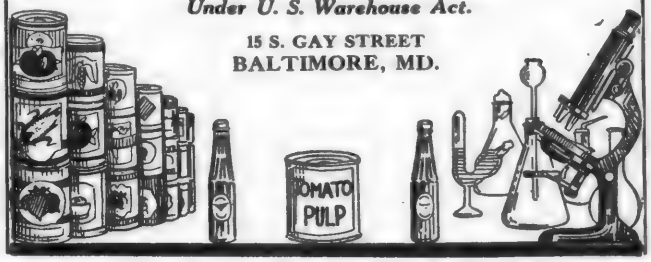
STRASBURGER & SIEGEL

Consulting Food Chemists and Bacteriologists

Grading under the McNary-Mapes Amendment

Licensed Graders of Canned Foods Under U. S. Warehouse Act.

15 S. GAY STREET
BALTIMORE, MD.



ACCURATE PEA GRADES

Mixed sizes in the can is a trouble eliminated by users of the

HYDRO-GEARED PEA GRADER

Resulting in a better profit thru the proper placing of the smaller sizes of peas.

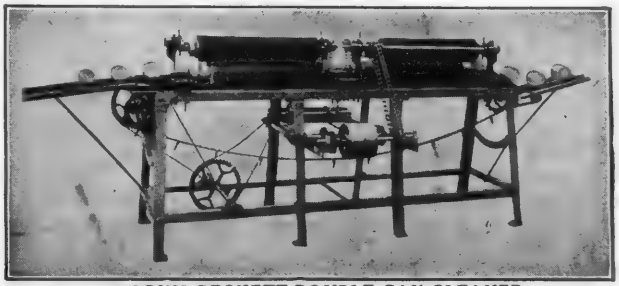
Other impressive features include:

LARGE CAPACITY
THOROUGH WASHING
improving the quality
ACCESSIBILITY of SIEVES
SMALL FLOOR SPACE

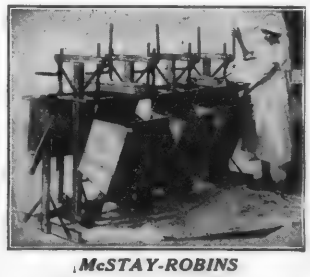
The Sinclair-Scott Co.
Wells and Patapsco Sts.
Baltimore, Md.

WE ARE MANUFACTURERS

ROBINS RETORT



ROBINS-BECKETT DOUBLE CAN CLEANER



McSTAY-ROBINS BOX SEALERS

A. K. ROBINS & CO., Inc., Baltimore, Md.

ROBERT A. SINDALL, *President* — Write for catalog — HARRY R. STANSBURY, *Vice-President*

What Canned Foods Distributors are Doing

IMPORTANT Contract Point Between Canner and Broker Disputed in Suit—On appeal from the circuit court of Baltimore County, Frey & Son, Inc., jobbers and wholesale grocers of Baltimore, were awarded a retrial in a suit filed against W. Harry Magness, a canner, for damages resulting from the breach of a contract to deliver 800 cases of canned corn, by the Court of Appeals of Maryland recently.

The question raised in the suit was whether the contract was for sale and delivery unconditionally, or was for sale and delivery of that amount of corn to be received and packed from specified crops then growing and purchased by the canner, but which failed. The trial court referred the ascertainment of the contract to the jury, based from testimony partly in writing and partly in parol. The broker who made the sale prepared the data and wrote to the canner, confirming the telephone conversation, and stating "enclosed please find our contract covering our purchase from you for the account of Frey & Son, Ins., of this city, 800 cases No. 2 tins 1928 pack Fancy Shoepeg Corn at $1.15 a dozen delivered f.o.b. Fallston."

The lower court found a decision in favor of the canner. Counsel for the wholesale grocer appealed the case to the Court of Appeals of Maryland.

On Frey & Son's appeal, the higher tribunal reversed the circuit court decision and ordered a new trial holding "that the question of admissibility of previous parol negotiations in the face of the broker's written record or memorandum does not affect the ascertainment of the terms of the contract, for only one and the same contract, for the purchase and sale of the 800 cases unconditionally could be found from either source; but it is necessary that the evidence of parol negotiations be considered for the purpose of retrial.

"That the evidence was inadmissable because under the Statute of Frauds, the enforceability of the agreement depends upon the completness of the written memoranda, and evidence of parol negotiations could not be received to add to or modify the terms expressed in the writing.

"That there was error in rejecting the plaintiff's prayer that there was no evidence legally sufficient to excuse delivery of the corn sold, and the verdict should be for the plaintiff for the difference between the market price and the contract price.

"That there was also error in granting the defendant's prayer on the hypothesis of a finding of sale of the corn limited to the product of the canner's supply, in face of the plaintiff's special exception because of the lack of sufficient evidence to support the hypothesis."

Francis To Succeed Taylor As Executive Vice-President of The General Foods Corp.—Clarence Francis has been appointed executive vice-president of the General Foods Corp., with general supervision over all departments, C. M. Chester, Jr., president, announced recently. Mr. Francis will succeed Edwin E. Taylor, who has decided to retire. Since 1929, Mr. Taylor and Ralph G. Coburn have acted as executive vice-presidents. Mr Coburn will continue as executive vice-president.

James F. Brownlee, in charge of sale planning, has been elected vice-president of the General Foods Corp., in charge of sales, and president of General Foods Sales Corp., Inc., succeeding Mr. Francis. Carl Whiteman, vice-president of the sales company, in charge of sales operations, will be the sales affiliate's vice-president in charge of both planning and operations.

Mr. Francis, who has but recently completed a two-year term as president of the Associated Grocery Manufacturers of America, Inc., has served as the corporation's vice-president in charge of sales and as president of the General Foods Sales Co. for the past two years. He has been associated with General Foods since 1924, when he became general sales manager of the Postum organization. Previously he held executive sales positions in the Ralston Purina Co. and the Corn Products Refining Company.

Mr. Brownlee became vice-president of General Foods Sales Co., Inc., in 1929, and has been the planning head of the sales division since that date. He started his career in the food field as a specialty salesman with the American Sugar Refining Co. in 1912. He had risen to the post of general sales manager of this firm when he left it to become president of the Baker Associated Co., a former General Foods selling organization in 1928.

As did many other General Food's executives, Mr. Whiteman started "up" through the Postum companies. He was one of the sales managers with the Postum Cereal Co., and later president of the Post Products Co., Inc. Mr. Whiteman, so to speak, had grocery merchandising "in his blood," his father having been a jobber in the Southwest.

All three of the newly appointed executives of the corporation started their early careers in the food field as grocery salesmen. Many years of personal contact with the wholesale and retail trade made them familiar with trade problems in a manner such as no "swivel-chair" sales executive could ever hope to achieve. Their familiarity with the grocer's problems and appreciation of the part the food manufacturers must assume in co-operating with the trade have been important factors in the shaping of the company's sales policies.

Chain Store Taxation Measures Seen No Bar To Further Expansion—Recent court rulings on chain store taxation measures constitute no deterrent to the growth of this system of retailing, Godfrey Lebhar, editor of "Chain Store Age" said recently in an address delivered before the American Vocational Association convention in New York.

There is no court disfavor towards the chain system of retailing, he asserted, as all the Supreme Court decided was that the state tax authorities have the power to classify chain stores on a different basis than other retail outlets. He held that there is no public antipathy to the chains, only public apathy.

"Chain stores are as numerous as they are and as successful as they are because the public likes them," he continued. "There tax bills do not reflect any public hostility to the chains. What they do reflect as far as the public is concerned, is a serious apathy which must inevitably add millions of dollars to the annual cost of living unless something is done to end it.

"To the extent that these bills are passed, they are naturally going to increase the chains' operating expenses, and they are going to be reflected in chain store prices. When the public permits retailers to be unduly taxed, whether chain or independnet stores, it automatically increases its own food bill, its own clothing bill, its own medicine bill, its own cost of living."

Mr. Lebhar held that such taxes on chain stores are uneconomic. "Sooner or later the public will wake up to the fact that taxes of this kind are uneconomic, "he pointed out, "and unwise because they fall heaviest on those least able to bear them, I have not the slightest doubt.

"I am convinced that the present condition of the chain in our distribution set-up is in no danger from the adverse factors which I have referred to, and upon the sound basis upon which their present position is predicated I look forward to still further development along present lines.

"Without any question, I think that the outstanding change which chain store growth has brought about is to introduce an element of stability into distribution which it never knew before.

"And when I say that the chains have introduced an element of stability into distribution, I do not refer merely to the stability offered by the chain store system itself. On the contrary, I think that perhaps the greatest contribution the chains have made in that direction lies in the changes they have prompted their competitors to make.

"The chains have not only shown by example the possibilities of modern merchandising methods, but by the kind of competition they have offered, they have practically compelled their competitors to adopt correspondingly efficient methods.

"They have demonstrated that retailing is a science, and that stores cannot be run profitably in difiance of fundamental merchandising principles.

"When we come to consider the element of stability introduced by the chain stores system itself, we have several additional factors to consider:

"In the first place, the mere fact that operations are conducted through a number of separate establishments instead of under a single roof automatically reduced the risk which comes with neighborhood changes and other influences beyond the control of the merchant himself. Even the merchant who operates only a half a dozen stores enjoys this advantage to a material extent as compared with the man whose interests are all tied up in a single store.

"In the second place, the chain store system represents large-scale retailing as against small-scale, and brings into the distributive picture an economic device which has proved so effective in mass production—namely, the division of labor. The specialized talent that the chain is able to hire to supervise the many

different activities involved in successful store-keeping introduces an element of stability which is unattainable by the single store owner.

"The chain store system has introduced an entirely new vocation—the vocation of store manager. Before the chains came into existence, the vocation of retailing offered but two general types of activities—store ownership or store clerkship. The chain introduced a third type—store management.

"Chain store management, as I see it, present a worthy goal in itself for any man who wants to work out a career in retailing, but beyond the management of a single store lie other opportunities in the shape of higher executive positions, not to say anything of the broad field of chain store ownership. With hardly an exception, the principal executives of our large chain store enterprises started at the bottom of the ladder, climbing, rung by rung, as they demonstarted their ability to for greater responsibilities."

Kroger Will Add 100 Stores In Pittsburgh Metropolitan Area During 1932—The Kroger Grocery & Baking Co. expects to add approximately 100 stores in the Pittsburgh metropolitan district during 1932, Alvin E. Dodd, vice-president of the company, announced recently.

The company already has spent about $500,000 for rehabilitation of all stores and the installation of new ones in the Pittsburgh trading area during the past year, he declared. With a total of 100 stores added during the coming year, 1933 will find between 600 and 700 Kroger units in Pittsburgh.

In connection with this tendency to expand throughout territory where Kroger is not strongly entrenched, it has been noted that the company has succeeded in weeding out unprofitable stores to a large decree. "Such progress has been made in closing unprofitable stores in consolidating weak units, that it now is probable that the number of stores being opened will more than offset the few stores yet to be closed, and that henceforth the trend will be upward in the number of stores operated," Albert H. Morrill, president, declared recently in commenting on this situation.

Back in "bull-market" times, when competition for choice locations was keen among chain store operators, many units were opened which never should have even been considered. Kroger, in common with other large chain store operators, made the mistake of being overzealous in its expansion activities and ran into trouble which culminated in a new management taking over control of the company in April, 1930. The number of stores operated has been reduced by approximately 600, since then, to a total of 4,886 as of December 5, last.

In its quest for heavier volume throughout its mid-western territory, surveys conducted by Kroger found that the company did not control sufficient outlets to obtain the available volume. As a result of the survey, the company began a conservative expansion movement which will shortly outrun the closing of existing units. Expansion plans already have been made public for Chicago and Pittsburgh where several hundred stores will be opened during the next two to three years.

Other urban centers which Kroger officials consider too sparsely settled with Kroger units will witness expansion of the chain's units until the company is satisfied that a sufficient number of outlets in the area is controlled by it. Expansion in its rural areas is also sought with a solidification of its positions throughout all of its territories the ultimate point of the movement. However, no intention of invading "foreign" markets is held by the company as present, with all expansion plans calling for increased activities in areas already supporting Kroger units profitably.

Lower rentals due to generally depressed conditions in the real estate field has aided Kroger, and as a result this large item of overhead is being brought into a position more comparable with other expenses. In new sites being leased by the company, this is particularly true.

Current operations of the grocery chain are laboring under the handicap of declining commodity prices. Sales for the period ended December 5 were 14.4 per cent under those reported to the same date last year. Since midsummer, the decline in dollar sales from last year has been accentuated by the sharp increase in home-grown produce during 1931, particularly by those consumer groups affected by unemployment. Produce sales of the chain fell off sharply as a result, and the company will miss the usual substantial profit contributed by this department. Home canning also was heavier than for years, although Kroger made some profit from the sale of canning goods—jars and sugar.

Operating economies, in warehousing, hauilng and store expenses are offsetting to a marked degree the cost of handling larger tonnage of foodstuffs which return less dollars. New methods, combined with an effective control of expenditures are tending to produce a parity between prices and expense.

Kroger is spending large sums modernizing its units and advertising its name and brands. Wherever practical, the name of acquired chains has been changed to Kroger in order that they might benefit from Kroger newspaper advertising.

Chain Stores' Buying Directly From Producer Increases, Trade Survey Finds—An increase in chain store purchases directly from manufacturers during recent years, with a corresponding decline in purchases from wholesalers and other middle-men was shown in the Federal Trade Commission's release of three reports on its chain store survey to the Senate.

Excellent co-operation from both chain stores and manufacturers in general was received by the commission in its inquiry into the chain store system of marketing and distribution, with but few exceptions, the commission reported to the Senate.

However, the trade body reported, among the most important exceptions are four of the larger packers in the country, Armour & Co., Swift & Co., Cudahy Packing Co. and Libby, McNeill & Libby.

"These companies," the commission declared," have not only refused to furnish selling prices on goods sold to chain and independent establishments, but also have declined to co-operate in furnishing the volume of business in specified commodities moving through chain and independent distributing channels." All of the packers, it was said, based their refusal to give requested information on provisions of the Packers and Stockyards Act.

Armour & Co., following the publication of the Federal Trade Commission's findings, released the following official statement regarding the charge that it and three other packers refused to give information concerning chain store business:

"The Federal Trade Commission requested information not only as to quantities of various products sold to many customers in different cities throughout the country but also as to prices paid by them. We believe that such information could not properly be given to them without offending our customers.

"The investigation was a chain store inquiry and we held the view that the proper source of information was chain store organizations and independent groups of retailers. If these customers of ours cared to furnish the information, we have no objection."

The big packing companies are only indirectly involved in the Federal Trade Commission's probe into chain store practices. In regard to the charges by that body that these packers have refused it information about prices and volume of business of the chains, it was pointed out that the Federal Trade Commission has no jurisdiction over the packing companies.

The packers are under the sole jurisdiction of the Department of Agriculture, by express statement of the Packers and Stockyards Act, which act also rescinded any authority which the commission had previously over the packers.

Two hundred chain organizations reported that they were doing both wholesale and retail business, the commission's survey declared. These 200 organizations, carrying on both wholesale and retail trade, were said by the commission to account for almost one-eight of all chains, almost one-half of the stores and more than one-third of the total retail sales of 1,655 chains which answered the commission's inquiry regarding wholesale business.

"Less than 14 per cent of all reporting chains engage in manufacturing," the commission reported, in explaining the various sources from which 1,396 chain store organizations obtained their merchandise.

Approximately 70 per cent of the aggregate supplies of all chains are purchased directly from manufacturers, the commission report showed. The remainder is obtained from wholesalers, brokers and commission men, and growers and growers' organizations; with the wholesalers supplying slightly more than the brokers, and the brokers slightly more than the growers, the commission declared.

"While the volume purchased through wholesalers by all types of chains averaging only 7.9 per cent of total purchases, buying from wholesalers is a common practice on the part of the chains in all lines of business and reaches very substantial proportions in many of them," the commission pointed out.

Reporting chains during the period from 1922 to 1928 became less dependent on wholesalers and declined slightly in purchases from brokers and commission men Direct purchases from manufacturers, however, are shown by the commission's data to have increased from 76.5 per cent of the total purchases in 1922 to 81.2 per cent in 1928. Chain organizations also became much larger during that period, the commision added.

The reports covered 12 major classes of chains including a total of 26 types of organizations. The classes of chains were food, drug, tobacco, variety, and other types.

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

For Sale—Machinery

FOR SALE—New Copper Steam Jacketed Kettles and Mixers, twelve sizes – 15 to 500 gallon. Also 25 and 50 gallon Tilting Kettles. Always in stock, all extra heavy, tested 225 pounds pressure. Buy new kettles that carry a responsible manufacturer's guarantee. Also new Copper Pulp Coils in stock, for 1,000 gallon tanks. Hamilton Copper & Brass Works, Hamilton, O.
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Baltimore, Maryland

Situations Wanted

WANTED—Executive Position by Accountant experienced in canned foods, costs, statements, income tax reports, all office detail and management, correspondence. Exceptional references.
Address Box 5, Greensboro, Md.

POSITION WANTED—As Superintendent by packer of general line of vegetables; beans, peas, tomatoes, corn, beets, kraut; and other lines. Wide experience in all phases of management, production and mechanics. Prefer yearly, but will consider seasonal proposition.
Address Box B-1832 care of The Canning Trade.

WANTED—Position as Manager or Superintendent by one experienced in management, packing, etc. Have handled all fruits and vegetables, tomato products, jams and jellies. Have also had some selling experience and will consider proposition with brokerage, machinery or supply house.
Address Box B-1833 care of The Canning Trade.

POSITION WANTED—Young man 27 years old, wishes position as factory Superintendent. Experienced with Green Beans, Pumpkin, Corn, Tomatoes and Tomato Products. Six years served as plant manager. Know how to pack quality and manage help. Can furnish excellent references.
Address Box B-1836 care of The Canning Trade.

WANTED - For California cannery, competent Eastern packer, capable of taking full charge as Superintendent of plant, with complete knowledge how to pack Tomato Products, Beans of all kinds, small Vegetables (no Corn or Peas), and Fruits, Total season's pack averages 250,000 cases. Write giving previous experience and references. Do not apply unless you believe you can handle position.
Address Box B-1834 care of The Canning Trade.

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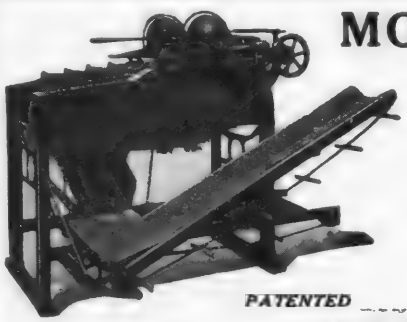
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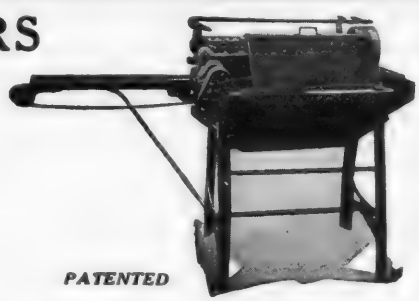
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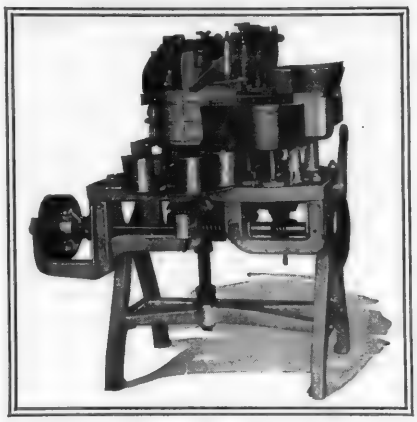

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SMILE AWHILE

There is a saving grace in a sense of humor.
Relax your mind—and your body. You'll be better mentally, physically—and financially.
SEND IN YOUR CONTRIBUTION.
All are welcome.

HERE'S HOW

Grex—Er—I say, I've lent a fellow $2,000, but he hasn't given me a receipt. What shall I do?

Lex—Write and demand the payment of the $4,000.

Grex—But it was only $2,000.

Lex—I know—he will reply and tell you so. That will serve as your receipt.

EVEN

A motorist honked for admission into a large downtown garage.

Attendant—That's right, blow your horn off and let everybody know you own a car. Well, come on, COME ON. Don't sit there like a sap. Do something. That's right, kill your engine. You ought to practice driving in a vacant lot. Don't look so dumb. We have institutions for eggs like you. Turn in to the left. Cut in close, close, CLOSE, I say. Didn't anybody ever take the trouble to teach you English? Hey, be careful, you almost hit that other car. How do you suppose he's going to get into his car when you're right against his running board? I bet your mother's proud of you. Here, get out of that before you drive me crazy too. Let me take it.

Motorist—Yes, sir. (Departs hastily, wiping brow.)

Bystander (to attendant)—You ought to be ashamed of yourself, talking to a man that way. I've a good notion—.

Attendant—Just a minute, sir, please. That's the corner traffic cop on his holiday.

Bystander—What are your favorite cigars?

BAD CASE

The doctor applied his stethoscope to the young man's heart.

"Does angina pectoris trouble you at all?" he asked.

"No," said the young man. "But Dolly Green does, a lot."

TAKE HEED

A minister who had lived in the suburbs said, during his discourse:

"In each blade of grass there is a sermon."

Late in the afternoon a member of his flock discovered the good man pushing a lawn mower about his garden, and paused to remark:

"Well, parson, I am glad to observe you engaged in cutting your sermons short."

GOOD GUESS

Stude—Don't you ever sweep under the carpet?

Janitor—Yassuh, I always sweeps everything under the carpet.

ASK A HARD ONE

"What is a Leyden jar, mister?"

"An earthquake in Holland, sir."

THE BOOK YOU NEED----

CANNERS—Because it is an authorative treatise on the canning of every known food product, from the growing, through the building of the factory, the formulae, the times of process, to the final accounting of the profits. With Food Law Regulations governing each item.

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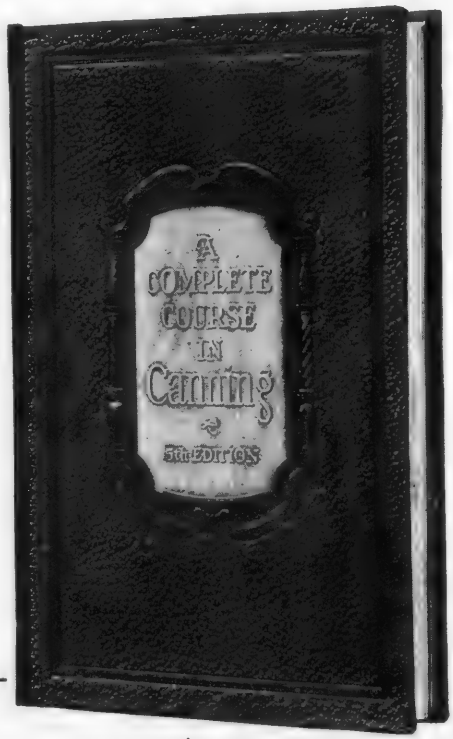

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The Journal of the Canning and Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, JANUARY 11, 1932

WEEKLY REVIEW

Year Starts Well With Advancing Tomato Market—Some Beans Advance—Corn Little Lower—Salmon Prices on the Coast—Care Needed in Contracting for Crops.

STARTS WELL—The announcement of the tiny tomato pack put up in 1931, and released at the closing hour of the old year, put a thrill into canned foods circles, and canned tomatoes have responded this week in a quite fair way. Thrills today are of a very moderate, not to say lady-like nature, as compared with market thrills of the old days; a Chautauqua Salute as compared with the "they're off" cry of a Kentucky Derby, but they are worth while, nevertheless. The well cleaned out condition of tomato holders, coupled with the shortage in the pack, put heart into every holder, and so prices just naturally jumped—No. 2 tomatoes to 70c; No. 2½ to 95 and $1, and 3s to $1.10, with 10s at $3.15, prices we quote this week, and there are many who will not entertain business even at these figures. They consider the goods worth more, and feel absolutely certain that when the real heavy demand for canned tomatoes sets in, about May 1st, such prices as these will seem very low. Of course it was expected that canned tomatoes would get out of bounds when the truth of the real situation became generally known; but again we warn the canner who interprets "out of bounds" as meaning prices such as ruled two or three years ago, he will be sadly disappointed. If it were the last case of No. 2 tomatoes in the world they probably would not pay $1.25 per doz. for them; such old-time prices are all out of the question. Look at your stock market and note the papers rushing into screaming black headlines with "Stocks boom on a rapidly advancing market," and you see where stocks have advanced from 1 to 5 points, on prices that are just about one-third of what those stocks sold for in those good old days. So the boom in canned tomatoes is not to be belittled. It may be taken, as it undoubtedly is, as a warning to the buyers who have been waiting that they have waited too long, and that canned tomatoes will not again be at such prices as ruled the end of last month. Every day that they wait it will be harder to buy good standard No. 2 tomatoes at 70c. By Convention time they will probably be 75c and strong.

Our quotations this week show No. 10 standard cut stringless beans advanced to $3.25, though the other sizes seem to hold on to their low prices. But here too, advances may be expected, as the supplies have worked down well.

On the other hand, canned corn has slumped this week in our quotations. Fancy crushed corn is now quoted at 80c as against previous quotation of 90c; extra standard at 67½c and standard at 60c. Corn canners apparently have determined to clean out, like the pineapple canners, at low prices, and they are succeeding in moving the goods into consumption. The bargain boys are making most of their opportunity, and are rushing around with samples at these prices, and if rumor may be accepted, at even lower prices. That is the misfortune of it, because the above quoted prices are low enough in all pity. If canned corn reacts on the public as pineapple did, there is not the shadow of a doubt but that the over-supply will have passed into consumption long before the new packing season arrives. If the corn canners could but make these prices definite, and hold to them, so that the buyers would know that lower prices are out of the question, the pack would be moved quickly. The bulk of the corn canners are willing to stand fast, but there seems always some one to cut the price, and usually he fools himself, as well as ruins the market, because he does not get the order, after all. The thing to do is for each holder of corn to demand and stick to the price—never mind what rumor says the other fellow is doing—just don't YOU cut the price, and the firm market will be made. Just a little confidence in your fellow canner and the work would be done. As it is you are played for a sucker because you think the other corn canner is a sucker.

Peas and all other items seem to be holding well, until we get down to sweet potatoes, and here we find those prices are on the increase. No. 2½ sweet potatoes are now $1, and No. 3's $1.10, with 10's at $3. This is

sweet potato time, and the pack was very light this season.

Fruits and fish remain without change in prices this week. From out on the coast G. P. Halferty & Co., quoted salmon as follows, on December 31st:

TODAY'S MARKET

	Talls	No. ½ Flat	No. 1 Flat
Fancy Spring Catch Chinnoks		$2.00	$3.50
Kings	$1.75		
Alaska Reds	2.25-2.35	1.50-1.60	2.50
Pudget Sound Sockeyes	2.50	2.00	
Ocean Caught Cohoes	1.75	1.10	1.85
Alaska Medium Reds	1.50	1.00	1.60
Pinks		.70- .75	1.00
Chums		.65	

All subject confirmation—less 1½% cash
f.o.b. Seattle, Washington.

The salmon control committee showed its wisdom in striving to iron out irregularities in salmon trading, so as to make conditions equal for all, and they are finding, as might have been expected, that prices take care of themselves. The buyer finds it much more satisfactory to trade in canned salmon than he used to, and that is the great point, and well worth consideration by other branches of this industry.

Contracting Time—Time is here when many canners must contract their acreages for this season. It makes a very large question for any man, owing to the peculiar conditions this time; but of this all should be certain: they must contract on a graded basis where ever possible, so as to insure good, useable produce, with a minimum of waste. There will be no room for waste, and the quality must be kept high. Pea canners, among the first to contract, have this pretty well arranged or controlled; but they will need to be careful of the amount contracted. Don't figure that this year good Old Dame Nature will save you from an over-pack, and poor quality, by cutting the yield, or even the acreage, as she did last season. You can't afford that kind of a gamble this time. Better be far short of desires than even a little over your hopes. You will get paid a profit for shortages, but will be heavily find for overages.

Corn canners would do well to read the new form of contract used by The Minnesota Valley Canning Co., and given on page 16 of this issue. This looks like a quality producing contract, and seems to cover all the points possible. Corn canners everywhere will read it with a lot of interest.

While tomato contracts may not be made at this time, at least to any extent, all tomato canners who intend to operate may write it down that they must buy on the U. S. Graded basis this season. There is no escape from this. You cannot afford to buy "run of the field," and expect to get by with your goods, much less with a profit. Costs must be held down close for profits are going to be very narrow. And after this season's experience the goods will have to measure up to requirements or be stigmatized with the black label. And the buyers will ask for official inspection and grading, even on the cheapest goods, and you will have to work to meet that. That means, again, restricted acreage—one that you can handle carefully, and well. The good growers will welcome this, the poor ones object. You cannot afford poor growers this year.

NEW YORK MARKET

By "NEW YORK STATER."
Special Correspondent of "The Canning Trade."

Slight Improvement Shown In Market Conditions—Tomato Prices Firming Up—Sardine Prices Advance—Peas Moving Gradually—Convention Attracts Large Delegation.

New York, January 7, 1932.

THE MARKET—The first week of the new year brought some improvement in market conditions over the preceding weeks as some price advances were reported. Buying, however, showed little change and routine replacement ordering was the only activity noted. Some increase in inquiries was reported, however, and some improvement in buying is expected shortly, but not until after the Chicago conventions are over will any real buying movement get under way, according to present trade indications.

The long delay in definitely announcing results of the conferences held on the Pacific Coast to stabilize California fruit prices has adversely affected trade sentiment here. After several false reports that an agreement had been reached, the trade is rapidly growing skeptical of the progress made by the conferences.

Tomatoes—With the stimulus of Federal statistics showing a 44 per cent drop in the 1931 tomato pack, compared with the total in the preceding year, tri-state prices firmed up and 2s are now at 67½ cents, while 3s have advanced to $1.05-1.10, factory. California offerings also were stronger with 2½s ranging from 90-95 cents, coast.

This pack is in perhaps the strongest technical market position but due to depressed conditions is sensitive to market conditions. One or two distress offerings of any size will wipe out the advances gained through improved market conditions and unless packers are adequately financed, distress offerings seem inevitable. The majority of the large tri-state packers, however, are strongly financed and, barring unseen developments, there seems little danger of distress selling from this area.

The offering of tomatoes by Canada packers in the local market is another threat to the stability of the tomatoe price-list. However, no definite sale large enough to disrupt market prices for American-packed tomatoes has appeared as yet.

Fruits—Prices presented a rather irregular appearance during the week. With trading small, some attempt was made to "bull" market interest by circulation of reports that, due to the stabilization agreement reached on the coast, prices would go up immediately. However, lack of any official confirmation killed this story.

The trade attitude is rather like the boy who heard "Wolf, Wolf," cried so often that when the wolf finally did appear, he did not heed the warnings. So many reports have been circulated that the stabilization conferences have reached an agreement only to be promptly denied in responsible quarters, that the trade has grown weary of the story and will not act until a definite, official announcement is made.

Sardines—An advance of 15 cents a case through the entire list has been announced by major Maine sardine packers, effective January 15. The new price for

quarter keyless oils will be $3.15, with other sizes up proportionately. With a greatly diminished pack, factors believe that they can maintain the advanced prices despite depressed market conditions.

Peas—Started the new year in a strong position with Maryland and Western factors holding standards firm, with price advances certain to follow any increase in demand. Top grades, however, are not moving as readily as the cheaper grades and concessions continue available on firm bids.

Warehouse statistics released during the week revealed that stocks on hand December 1 showed a sharp decline from the total shown on the first of the preceding month. This condition is also true of other localities, with the cheaper grades moving into retail distributing rapidly, reflecting this activity in rapidly diminishing warehouse stocks.

Corn—Offerings continue easy and irregular with the undertone of the market decidely soft. Continued low offerings from Maine have depressed the market and cheaply priced offerings from Western packers fail to attract any business in view of the low prices for Maine corn. Maine Bantam and Crosby is offered as low as 80 cents, New York, although major packers are holding around 85 cents. Standard crushed Evergreen was available at 60 cents from Ohio and Indiana factors while New York offerings ranged from 75 to 90 cents, factory, with established packers getting the higher prices.

Salmon—With the Lenten season approaching, salmon has benefited and prices are firmer. With buying expected to develop shortly, an actual test of the strength of the Pacific Salmon Sales Corp. will follow. Although the co-operative group has set prices for some time, buying has been so small that there has not been any accurate test of its power made.

Whether or not the co-operative group will be able to maintain the price list announced some time back is doubtful, some interests in the trade hold, pointing out that there seem to be enough independents who are not bound by any agreement to "break" the market. Although the independents could not supply the needs of the trade, the effect on the morale of members of the sales group would be extremely harmful.

Convention—Despite all talk of depression, poor business and reduced incomes, a large delegation from Hudson Street will attend the food group conventions in Chicago, according to present indications. The trade apparently feels that the knowledge gained and the contacts established at the conventions are more than worth the necessary expenditures.

CHICAGO MARKET

By "OBSERVER."
Special Correspondent of "The Canning Trade."

Inventories Over and Most Seem Well Satisfied—Tomatoes Take on Life—Corn Will Clean Up Due to its Low Prices — Peas Cleaning Out — Rumors About Fruits Arouse Interest—Buyers Are Unreasonably Stubborn.

Chicago, Ill., January 7, 1932.

INVENTORIES OVER—The year-end inventory is now behind our jobbers; in most cases the results were fairly favorable; that is to say no extraordinary losses as operators had taken most of their big declines a year ago and the 1931 policy was a hand-to-mouth maximum turnover game. Nobody can say when that policy will be carried to an extreme; with so many uncertainties in the situation buyers cannot be blamed for keeping long on cash reserves.

The bitterest complaint which seems to be generally expressed is the shrinkage in volume of business from a tonnage standpoint.

Tomatoes—A heavy flood of orders into Baltimore district put up No. 2 standards to 67½c doz.; this active demand against a very much reduced reserve gave tomatoes their long delayed revival of interest and it may be that they are now back in a position where they can hold their own for the rest of the crop year. Of course there will be a lot of new sellers awakened by these improved prices and it is hardly likely that the advance will be very rapid. No question but that tomatoes should bring better prices to those who have had the marketing nerve to refuse the auction basis heretofore applying.

Corn—The tearing off of another calendar sheet did not peg up the prices as had been artistically predicted some weeks ago, perhaps a few days of the new year must be properly allowed to let the trade catch its stride before misjudging the strength of any market. There will be a very general restocking of supplies during these present weeks and the turn of the market thereafter will be dependent upon how much unrelieved pressure still exists with packers.

It is hard to believe that the pack will not clean up quite well when it is remembered that extraordinarily low prices prevail. The 62½c standard corn is easy to find; eastern states in some cases quoting at 60c factory. Jobbers generally report a healthy sale but comment that it is in mincing quantities frequently ordered; thus reflecting an actual active consumption.

Peas—A steady shipping schedule is fast wearing down all reserve piles in Wisconsin warehouses; canners generally feel that they will be absolutely cleaned out by early spring so there is no selling pressure anywhere; in fact a number of producers are sitting with the situation so well in hand they will not send out general quotations; choosing only to figure on specific inquiry on such lots as may be attractive.

New pack prices have not been generally announced altho a few whispered contacts have been made here and there; but no particular run of big business as yet.

California Fruits—The report circulated as to the certainty of a peach control program becoming effective in California in early January has caused a little wave of buying, but generally not much beyond a 30 day's supply; buyers feeling that they will take their chances on any advanced markets beyond that period.

When the new prices based on $1.55 coast for 2½ choice clings becomes effective it will be interesting to see what Mrs. Consumer has to say about these carryings-on.

Buyers Resistance—This is a feature of the present grocery trade which sellers should properly discount. Here we have dragged along for many months on a draggy, weakening market; buyers everywhere have acquired arbitrary habits in purchasing and a stubbornness against acceptances of any whisper of an advance. Their attitude has been in general successful in collapsing almost every price rally to the degree that many have almost given up hopes of any price recovery for the present.

When the turn does come, and sellers are again in the saddle, we may perhaps see an equally persistent disposition on their part to over-ride their advantage as created by shortened packs, reduced available supplies, and consumer interest on a healthy upgrade.

GULF STATES MARKET

By "BAYOU,"
Special Correspondent of "The Canning Trade."

Shrimp Canning Factories Close Down — Irregular Prices on Canned Shrimp Due to Sacrificing of Packs—Cooler Weather Helps Boost Oyster Business.

Mobile, Ala., January 7, 1932.

SHRIMP—There are no shrimp being canned in this section at present and those sea food factories that are not packing oysters are shut down indefinitely. Some of the canneries that are shut down now may start up next fall when the shrimp season opens up again, yet others will not operate again until a reorganization takes place or they are bought in and operated by a new firm.

It does not take a very large and expensive equipment to can shrimp, but it requires an awful lot of money to operate a sea food cannery successfully and perhaps this has been a drawback to the proper development and extension of the business. Too many shrimp canneries are started with just a few hundred dollars invested in machinery and the consequence is that they are broke before they start in business and they keep the other fellow from making any money due to the fact that these "Half-cocked" canners have to continually be sacrificing their pack in order to finance themselves. This is one reason why the price of shrimp is so irregular. Prices were fickle in normal times and they're even worse now.

The shrimp market is probably one of the most fickle or unsteady one in the canning industry, both in good times and in depressed times and it may be attributed to the fact that it does not take much money to start in the canning game, as far as machinery and equipment is concerned and these "Ship-wrecked" packers keep the price of shrimp always stirred up with their cheap grade of shrimp and their cheap price, as they have to be constantly sacrificing their pack.

Shrimp are scarce now and the raw headless shrimp shippers are finding it difficult to fill their orders at times.

The canned shrimp market has not woke up from its holiday slumber, but it is acting restless by tumbling in the bed, which might indicate that it will not be long now before it is wide awake and a good demand for canned shrimp will be the outcome.

The price of canned shrimp is $1.10 per dozen for No. 1 medium and $1.25 per dozen for No. 1 fancy, f.o.b. factory.

Oysters—With a drop in the thermometer of about fifteen points, it has served to stimulate the demand for fresh and cove oysters, which is very much needed, as the Xmas rush usually leaves the oyster market very dull and this cool spell has livened it considerably.

However, from now on, the demand for oysters usually decreases and we hardly look for this year to be an exception.

Lent is coming early this year and whether this will help or hurt the oyster business, remains to be seen. Some argue that early Lent is bad for the oyster business, while others insist that it is helpful, so it remains to be seen. The fact of the matter is that we need now, more than ever, all the lucky breaks we can get in business and it is up to us to take full advantage of them when they occur, because they're few and far between.

The oyster pack is moving along as well as can be expected and while it is nothing to write home about, it is helping out the unemployment situation to a certain extent, even if the pack is light.

Oysters have improved wonderfully in the last two weeks and with this cool weather, things should work out better.

It will be well for packers to profit by previous experience and bear in mind that cutting prices at this time will not give you a monopoly of the business, but it may turn out to be a straight shoot to bankruptcy, because the other packers will meet your price and buyers will insist on a cheaper price even after you have cut your price to below the cost of production, so how much better it would be if packers would adjust their prices to a reasonable margin of profit and not get overanxious to sell, but insist on getting a living price for your product.

This is no time to boost up prices, but on the contrary all commodities should be figured at a close margin of profit and it is absolutely essential that you get this, if you are to remain in business, so don't kid yourself to believing that you can continue to do business in a "Miss and Hit" way much longer, because these price cutting operations invariably develop into an all "Missing" and no "Hitting" game.

The price of cove oysters is 75c per dozen, f.o.b. cannery for 5-ounce cans.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

Guessing What Might Have Been Done—Light Packs and Low Prices Aim for '32—Stabilization Coming—Pineapple Consumption Heavy—Small Tomato Pack Caused Increased Interest—Spinach in Light but Shady Demand—New Asparagus in Market.

San Francisco, January 7, 1932.

LOOKING BACKWARDS—The new year, reviving old desires, is with us and the canning trade is busily engaged in scanning the old one in an effort to single out some of the pitfalls to be avoided in 1932. Hindsight is credited with usually being much clearer than foresight, but in the case of the year just ended it is not an easy matter for canners to decide just what steps should have been taken to insure a betterment of their position. A year ago stocks of canned foods on hand were too heavy and prices were too high in comparison with the purchasing power of the general public. California packers met the situation by greatly curtailing the 1931 pack in almost every line and by lowering prices, at the same time reducing overhead expenses to the minimum. Many seem to feel that everything possible under the circumstances was done and that despite the unhappy condition in which the canning industry still finds itself it is in better shape than many others. There would be nothing but rank delusion in assuming that the changing calendar holds a magic power to cure at once all past ills and to cover the scars from sight but there is good reason to believe that better times are not so very far ahead. Canners are going to pack quantities that can be ab-

sorbed by the market, prices are to be kept comparatively low, in keeping with lowered wage scales, and profits will not be on the post-war scale. That is the way leaders in the California industry size up the immediate future and it is not presuming too much to suggest that this will be the program followed.

Peaches—To California peach canners, 1931 was just one series of conferences after another. For months before the active canning season set in, conferences were held to settle upon a plan of pack curtailment and this plan was not finally adopted until fruit was ripening. Then came meetings in connection was the settlement of financial matters and, finally, meetings in an effort to bring about a stabilization of selling prices. The price question came to a head following the drastic slashing of Hawaiian pineapple list prices, with its effect on the selling prices of almost all California fruits. California canned peaches seem to enter into closer competition with Hawaiian pineapple than any other fruit and during recent months have been made the target for price sharpshooters. The result has been that opening list prices have been rendered almost meaningless. with a different price with almost every sale. depending upon the buyer and the circumstances involved. Frequent conferences have been held by canners during recent weeks, with bankers lending assistance, as well as moral support. and a plan of price stabilization has virtually been decided upon, with opening list price the goal.

Pineapple—Interest in Hawaiian pineapple seems to be well sustained and canners are pleased with the steady movement. The new low prices received an unusually large amount of publicity and were placed into effect by the retail trade with more promptness than is usually the case. It has been intimated that advances in pineapple prices to the basis of packing costs might be expected early in the year, but nothing along this line has materialized, so far. Heavy shipments have been made from the Hawaiian Islands in recent weeks, bringing the total for 1931 well ahead of those of the previous year. Shipments for the year just ended amounted to 10,029,168 cases, as against 8,803.372 cases for 1930. During both years, however, much more was packed than was shipped, indicating the reason for the strenuous effort to increase consumption through the medium of lower prices.

Tomatoes—The small size of the tomato pack in California last year continues to interest the trade. as does likewise the report of the pack for the United States. as a whole, which just hurdled the nine and a half million case mark. Tomatoes look cheap at present prices and there may not be enough to go around late in the spring. Prices in the San Francisco market are on a basis of $1.00 for No 2½ Standards and $1.50 for No 2½ Solid Pack.

Spinach—While canned spinach is not moving with scarcely the same momentum as a few seasons ago, the demand is steady and the accumulated holdover and the pack of last year is getting down to comparatively small proportions. There have been some concessions from list prices to move holdover stock, but these are getting quite limited and the market may be said to be firm again. Canners have a very good idea of the quantities of spinach that can now be marketed and the 1932 pack will be held to close limits. Contracts for acreage have been let and considerable planting has already been done.

Asparagus—The first shipment of asparagus for the 1932 season to the San Francisco market was made the first day of the year but canners suggest that this does not necessarily mean that the packing season will commence early. In fact, a rather late season is anticipated, owing to the heavy rains to date and the depth of the snow in the high mountains. More water is available than in years and flood conditions will likely prevail in the delta districts in the spring. The steady movement of the 1931 pack of asparagus suggests that about the same quantity can be packed and marketed in 1932. Prices on asparagus are maintained about as firmly as any item in the canned food list.

Crushed Peaches—Prof. W. V. Cruess, in charge of the fruit products laboratory of the University of California, is enthusiastic over the possibilities of marketing crushed peaches, a product suitable for use in much the same way as crushed pineapple. The product is prepared at slight cost with regular cannery equipment and lends itself to quantity production. The pitted, lye-peeled, ripe peaches are coarsly ground by a power grinder and five to six parts of the fruit are mixed with one part of sugar. The mixture is then processed and same as halved or sliced peaches. The product will be displayed at the forthcoming peach conference to be held at Berkeley.

Replacement of the county road tax by an increased gasoline tax and the substitution of income tax in place of property tax for school purposes, is urged by Frank T. Swett, of Martinez, Cal., president of the California Pear Growers' Association. He declares that in recent years thousands of California farms have been unable to earn taxes, interest and operating costs and that unless there is a change in taxation methods there will be further foreclosures that will throw thousands of farmers into the ranks of the unemployed.

Trade circles have it that negotiations for a merger of the General Foods Corporation and the California Packing Corporation have been launched, but this is denied by Wetmore Hodges, director of the former, who is in San Francisco. C. M. Chester, Jr., president of the organization, and Clarence Francis, executive vice-president and assistant to the president, are expected here this month, but this visit is also declared to be without significance.

Jack Ward, for some time sales manager of Dodge, Sweeney & Co., San Francisco, is now with Sussman, Wormser & Co., while John Van Sicklen, also formerly with this concern, has engaged in business of his own account at 436 Bryant street under the firm name of John Van Sicklen & Co. With him is associated William Ehlers and the lines handled include Maywood olives and Saddle Rock oysters.

—— Too Late To Classify ——

FOR SALE—A one-line Packing Plant, well located, fully equipped and ready to run on beans, corn and tomatoes.

Address Box 124, Stewartstown, Pa.

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	3.40	3.10
Small, No. 1 sq.	2.80	2.70
BAKED BEANS‡		
16 oz.	.50	.....
No. 2½	1.05	.....
No. 10	3.25	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.57½
Standard Cut Green, No. 10	3.25	3.00
Standard Whole Green, No. 2	.90	.95
Standard Cut Wax, No. 2	.75	.....
Standard Cut Wax, No. 10	3.75	.....
Red Kidney Standard, No. 2	.90	.....
Standard, No. 10	4.25	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.65	1.65
No. 10	8.00	.....
No. 2, Medium Green	1.45	.....
No. 10	7.00	.....
No. 2, Green and White	.95	.....
No. 10	5.25	.....
No. 2, Fresh White	.75	.80
No. 10	4.00	.....
Soaked, No. 2	.75	.....
BEETS‡		
Baby, No. 2	1.40	.....
Whole, No. 2	1.10	.....
Whole, No. 3	1.10	.....
Whole, No. 10	3.50	4.00
Cut, No. 2	.80	.95
Cut, No. 10	2.85	.....
Diced, No. 10	3.75	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.25	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.80
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.70	.....
Standard, No. 2	.65	.60
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.67½	.....
Standard, No. 2	.62½	.60
Standard, No. 10	3.85	4.25
HOMINY‡		
Standard Split, No. 3	1.00	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	1.00	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.72½	.....
No. 2 Fancy Sweets, 2s	.....	1.70
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.30
No. 5 Fancy Sweets, 2s	.....	1.20
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.80
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	.95	1.00
No. 4 Std. Alaskas, 2s	.90	1.05
No. 2 Std. Alaskas, 10s	5.50	.....
No. 3 Std. Alaskas, 10s	4.75	5.25
No. 4 Std. Alaskas, 10s	4.50	5.00
PUMPKIN‡		
Standard, No. 2½	.90	†1.00
No. 3	1.00	†1.05
No. 10	3.00	†3.10

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.65
No. 2½	.80	.82½
No. 3	.85	.85
No. 10	2.55	2.65
SPINACH‡		
Standard, No. 2	.75	.75
No. 2½	1.15	.....
No. 3	1.20	1.15
No. 10	3.50	3.50
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	1.15	.....
Standard Green Corn, Dried Limas, No. 2	1.00	.....
(Triple) No. 2 (with tomatoes)	1.15	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.75	.....
No. 2½	1.00	.90
No. 3	1.10	1.00
No. 10	3.00	3.00
TOMATOES‡		
Extra Standard, No. 1	.55	.....
F. O. B. County	.52½	.50
No. 2	.80	.....
F. O. B. County	.75	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.35	.....
Standard, No. 1	.52½	.....
F. O. B. County	.50	.....
No. 2	.72½	.67½
F. O. B. County	.70	.....
No. 3	1.10	.....
F. O. B. County	1.07½	1.05
No. 10	3.25	.....
F. O. B. County	3.15	3.15
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.37½	.37½
No. 10, Whole Stock	2.50	2.25
Standard, No. 1 Trimmings	.35	.....
No. 10 Trimmings	2.00	.....

Canned Fruits

APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	.....
Pennsylvania, No. 10, water	3.00	.....
Pa., No. 3	1.25	.....
No. 10, solid pack	3.50	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.40
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	4.75
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
Red Pitted, No. 10	6.25	.....
California Standard, 2½	2.40	1.90
Choice, No. 2½	2.60	2.25
Fancy, No. 2½	.....	2.50
GOOSEBERRIES*		
Standard, No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.55	.....
No. 2	1.10	1.00
No. 5	3.30	4.25
No. 1 Juice	.75	.....
No. 5 Juice	3.25	.....
PEARS*		
Standards, Keifer No. 2, in syrup	1.00	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard, No. 10	6.50	6.25

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.35	1.40
Choice, No. 2½, Y. C.	1.55	1.60
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.85	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.50	1.35
Sliced Standard, No. 2½	1.35	1.20
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	5.00	.....
Eastern Pie, Water, No. 10	.....	.....
Porto Rico, No. 10	.....	.....
RASPBERRIES*		
Black, Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	2.00	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.....	.....
Preserved, No. 2	.....	.....
Extra, Preserved, No. 1	.....	.....
Extra, Preserved, No. 2	.....	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.80	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	3.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	1.00	†1.10
8 oz.	.....	.....
10 oz.	2.00	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.35
Flat, No. ½	1.75	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.77½	1.07½
Pink, Tall, No. 1	.97½	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.92½	.97½
Medium, Red, Tall	2.00	.....
SHRIMPS§		
Dry, No. 1	1.40	.....
Wet, No. 1, Large	1.25	.....
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.00
¼ Oil, Decorated, keys	.....	†3.65
¼ Oil, Tomato, Carton	.....	†4.10
¼ Oil, carton	.....	†4.10
¼ Mustard, Keyless	.....	†3.20
¾ Mustard, Keyless	.....	†2.90
California Oval, No. 1	1.55	†2.95
TUNA FISH§ (California), per case		
White, ½s	.....	8.50
White, 1s	.....	13.00
Blue Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ½	3.35	.....
Striped, ½s	4.65	6 25
Striped, 1s	8.25	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	6.50
Yellow, 1s	13.55	12.50

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A. K. Robins & Co., Inc., Baltimore.
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CANS, Tin, All Kinds

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Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneberg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
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Cutters, Kraut. See Kraut Machinery.
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Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Factory Stools. See Stools.
Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

FIBRE CONTAINERS for Food (not hermetically sealed).

American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, O.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Printing & Litho. Co., Cincinnati, Ohio.
Fillers and Cookers. See Corn Cooker-Fillers.
Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Filling Machine, Syrup. See Syruping Mach.

FINANCING AND WAREHOUSING.

Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

WHERE TO BUY---*Continued*

FINISHING MACHINES, Catsup, Etc.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.

FRUIT PITTERS AND SEEDERS.

Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots See Cannery Supplies.

GEARS, SPROCKETS, Etc.
Slayman & Co., Baltimore.

GENERAL AGENTS for Machinery Mfrs.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Generators, Electric. See Motors.

GLASS-LINED TANKS.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.

GUMS, for labels and cases
F. G. Findley Co., Milwaukee, Wis.

Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.
Strasburger & Siegel, Baltimore.

INSURANCE, Canners'.
Canners' Exchange, Lansing B. Warner, Chicago.

Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.
F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

KETTLES, Copper, Plain or Jacketed.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT CUTTERS.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT MACHINERY.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Baltimore.

LABELING MACHINES.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

LABEL MANUFACTURERS.
R. J. Kittredge & Co., Chicago
National Color Printing Co., Baltimore, Md.
Piedmont Label Co., Bedford, Va.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.
National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.

Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Packers' Cans. See Cans.
Pails, Tubs, etc., Fibre. See Fibre Cont.
Paper Boxes. See Currog. Paper Products.

PARING MACHINES.
Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.
F. G. Findley Co., Milwaukee, Wis.
A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.
Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

PEA CANNERS' MACHINERY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PEA HULLERS AND VINERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEA VINE FEEDERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PEELING KNIVES.
A. K. Robins & Co., Inc., Baltimore.

Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Perforated Sheet Metal. See Sieves and Screens.
Picking Boxes, Baskets, Etc. See Baskets.
Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
Sprague-Sells Corp., Hoopeston, Ill.
A. K. Robins & Co., Baltimore.
Zastrow Mach. Co., Baltimore.

Platform and Wagon Scales. See Scales.
Picking Belts and Tables. See Pea Machinery.
Power Presses. See Can Makers' Machinery.
Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PULP MACHINERY.
Berlin Chapman Co., Berlin, Wis.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PUMPS, Air, Water, Brine, Syrup.
A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.

Retort Crates. See Kettles, Process.
Rubber Stamps. See Stencils.
Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTING MACHINE.
F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.
A. K. Robins & Co., Inc., Baltimore.

Sanitary (open top) Cans. See Cans.
Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.
Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.
E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corn.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).
Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.

Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.

Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.
A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.
F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

STRING BEAN MACHINERY.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

SYRUPING MACHINES.
Ayars Machine Co., Salem, N. J.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Tables, Pickling. See Canners' Machinery.

TANKS, Metal.
Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Glass Lined, Steel.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Wooden.
Sprague-Sells Corp., Hoopeston, Ill.

Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TIN PLATE
American Sheet and Tin Plate Co., Pittsburgh.

TOMATO CANNING MACHINERY.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mach. Corp., Cedarburg, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp , Hoopeston, Ill.

TOMATO PEELING MACHINE.
A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.
Berlin-Champman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Variable Speed Countershafts. See Speed Reg.

VINERS & HULLERS.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.

WAREHOUSING AND FINANCING.
Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

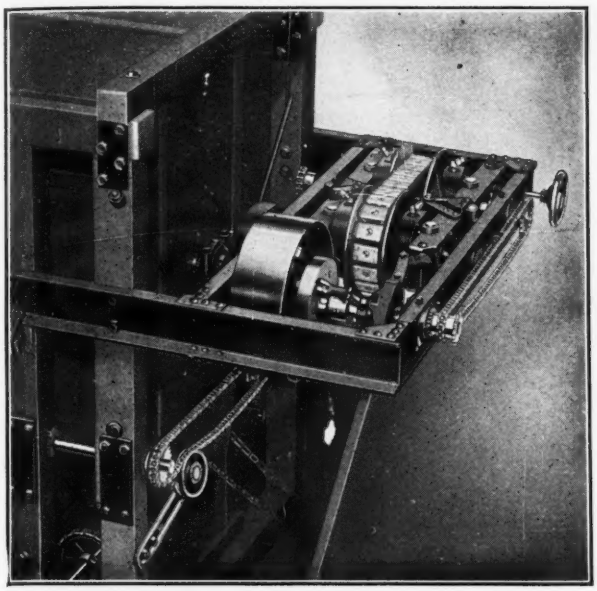
Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.
Ayars Machine Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

WRAPPERS, Corrugated, Bottle.
Hinde & Dauch Paper Co., Sandusky, O.

Washing and Scalding Baskets. See Baskets.
Windmills and Water Supply System. See Tanks, Wood.



1928 MODEL VINER

MAXIMUM CAPACITY AT ALL BEATER SPEEDS

CONSTANT speed drive to *REEL* thru roller chain and live travellers mounted on *TIMKEN BEARING SHAFTS.*

VARIABLE speed drive to *BEATER CYLINDER ONLY*

Patented March 15, 1928
(REEVES Transmission)

CHISHOLM-RYDER COMPANY, Incorporated
NIAGARA FALLS, N. Y.

MANUFACTURERS OF

Green Pea Viners
Green Pea Feeders
Green Bean Graders
Green Bean Cleaners
Green Bean Snippers
Conveyors
Can Markers
Lift Trucks

SPECIAL MACHINERY BUILT TO ORDER

SPECIAL AGENTS

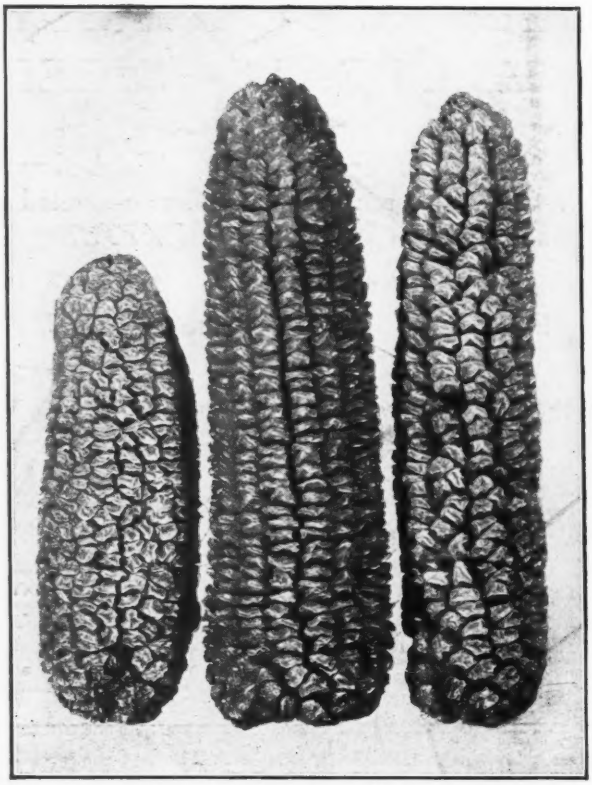
JAMES Q. LEAVITT COMPANY
Ogden, Utah

A. K. ROBINS & CO., INC.
Baltimore, Md.

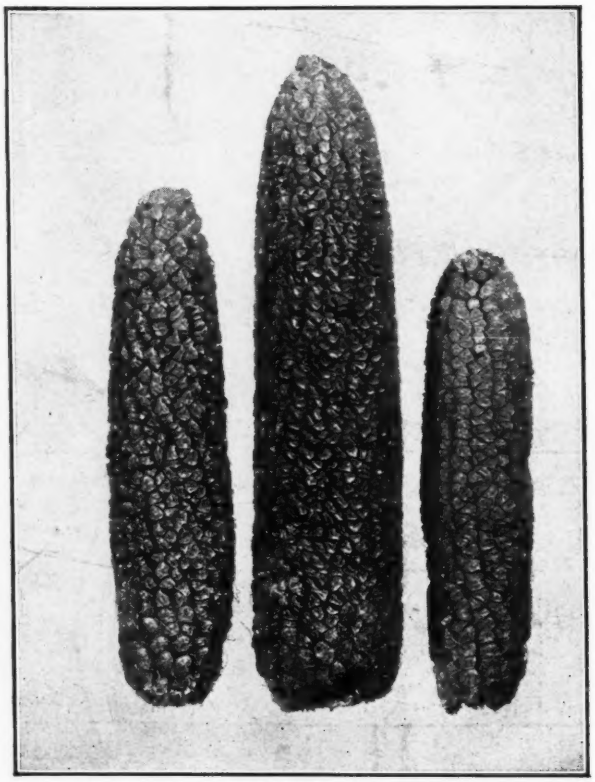
BROWN BOGGS FOUNDRY & MACHINERY COMPANY, Ltd.
Hamilton, Ontario

KITTREDGE
LABELS
CHICAGO

Hybrid Lines of Sweet Corn



Stowell's Evergreen Family



Country Gentleman Family

Two pairs of Inbred parents combined to produce Hybrid strains, the central ear in each case being the resulting Hybrid.

UNIFORMITY of Growth and Maturity and *INCREASE* in Yield are the outstanding factors in this new method of corn breeding.

CANNERS who have used our Hybrid stocks have found not only increased tonnage per acre but also an increase in the number of cases packed per ton of ears.

We can furnish Hybrid lines of leading varieties and solicit your inquiries.

Associated Seed Growers, Inc.

Consolidating

The Everett B. Clark Seed Co. N. B. Keeney & Son, Inc. John H. Allan Seed Co.

Breeders and Wholesale Growers

New Haven, Connecticut